

EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY™

9

Sep 2009
vol. 029

FREE

JAPANESE ANIME, MANGA & VIDEOGAME

SPECIAL INTERVIEW

Yoshiyuki Tomino (Anime Creator, Director)

FLAVORFUL
DISCUSSION

Katsuya Kondo (Supervising Animator)

Noboru Yoshida (Art Director)

www.chopsticksny.com

PUMPKIN + TOFU

It is hard to say which vegetable best represents the taste of the bountiful fall season, but the color is definitely "Pumpkin". Pumpkins and winter squashes are in the same family and chocked full of vitamin A, fiber and antioxidants. The pairing of pumpkin and tofu brings you a new gourmet discovery. This fall please share the rich harvest with your family and friends.



TOFU "PUMPKIN" SOUP



TOFU "PUMPKIN" PIE

House Tofu is an ideal ingredient for cooking all year round, but it tastes great with seasonal produce. You will find your favorite recipes on our web site. Enjoy a healthy diet!



TOFU & "PUMPKIN" THAI GREEN CURRY



Servings: 6

1. Microwave pumpkin for 3-4 minutes.
2. In a skillet, roast green curry paste for 3-4 minutes or until it becomes fragrant. Keep stirring as the paste doesn't burn. Add a spoonful of coconut milk, if necessary.
3. Add coconut milk and bring to a boil. Cook over medium heat, stirring often for 4-5 minutes.
4. Add pumpkin and Tofu, and cook for an additional 3-4 minutes.
5. Add fish sauce (vegetable stock), sugar and red bell pepper. Keep stirring for another minute.
6. Add Kaffir Lime leaves and lime juice and bring to a boil. Transfer to a serving bowl and sprinkle cilantro on top. Serve with rice.

Ingredients (serves 6-8)

- 1/2 package (16 oz.) of House of Foods or Fremont Tofu Tofu Firm or Firm, cut into 1-inch cubes
- 2 1/2 cups Kabocha Pumpkin, cut into 1-inch cubes
- 1 tablespoon green curry paste
- 1 can (14 oz.) of coconut milk
- 1/2 cup green fish sauce (fish sauce vegetable stock for vegetarians)
- 1/2 cup brown sugar
- 1/4 red bell pepper, cut into 1-inch pieces
- 2 tablespoons lime juice
- 4-6 Kaffir Lime leaves (optional)
- 1/2 tablespoon cilantro, finely chopped

Note: Kabocha pumpkin can be replaced with other types of squash such as Butternut squash.

1-877-333-7077 | www.house-of-foods.com

H House Foods America Corporation

"I HAVE COME TO FEEL THAT ANIME IS TRULY A SUPERIOR MEDIUM THAT CAN DEPICT A WIDE VARIETY OF THEMES."

— YOSHIYUKI TOMINO



YOSHIYUKI TOMINO

Born on November 26, 1941 in Odawara City. After graduating from Nihon University College of Arts Department of Cinema, he joined MUSH Production, where he directed TV anime *Aiura Boy* and some other titles. He became a freelancer after leaving the production and he dealt with countless Japanese anime projects as a storyboard artist and director. His notable works include *Tron of the Sea*, *Mobile Suit Gundam*, *Space Runaway Ideon*, and *Axis Buster Durbine*. As well as creating animation, writes lyrics and novels, and gives lectures at universities.

It was 30 years ago that the very first Mobile Suit Gundam series was broadcast in Japan. Its gripping story, inventive mechanical design, and philosophical underpinnings appealed to a wide range of audiences and boosted the level of anime. As the series' popularity has spread worldwide, the director of the series, Yoshiyuki Tomino has been adored by international fans. Now, in the year of the series' 30th anniversary, he has been running around attending Gundam-related events taking place both inside and outside Japan. Prior to coming to New York to participate in the New York Anime Festival in September, Mr. Tomino answered Chopsticks N.Y.'s questions via email.

You are known as the "Father of Mobile Suit Gundam" in the U.S. Would you tell me what Gundam means to you?

It's simply one of my works. Since Gundam was a commercial success, it's considered something special, but personally, I'm most interested about the titles that weren't received well. Though I said it's just one of my works, Gundam's commercial success makes my living, so I'm truly grateful for it.

Back in the early 80s, your idea of mobile suits—human-shaped robots made for combat and controlled by pilots—was revolutionary. If there is one, could you share the inside story regarding the birth of mobile suits?

There is no particular episode as you might expect.

In effect, a similar idea was introduced in *Monster Z* before *Gundam Ato*, I myself used the idea in my previous works, *Saber Machine Zentek 3* and *The Unchallengable Daikuro 3*. So it's nothing special. What's revolutionary about Gundam is that they are military weapons, unlike the gigantic robots in the TV programs I mentioned above, which are treated as manga-like special items such as goods, toys, and tools. In those titles, the robots are treated as disposable, human-shaped machines. This is the crucial difference between Gundam and anime.

In your works, you really dig into the depth of characters psychologically, and are particular about depicting the inner side of the characters. Such a subtle, profound style of depiction is not often found in animated programs in this country, where simple, clear-cut characters are generally preferred. Would you tell me about your approach to policy regarding the depiction of characters?

Anime is a cinema, so I feel that cinematic character depiction in anime is essential. This is my fundamental policy. Since my childhood, I have thought that American cinema underwent children as readers. I don't imagine why they do that, though. I had a similar reaction toward Disney movies. I still wonder why they only create such cartoons. Didn't you see movies made for grown-ups when you was a small child? And weren't you impressed with them?

In the Gundam series, you introduced a type of people called the New Type, who look exactly the same as others but have superhuman powers. It is not an exaggeration to say that the revolution in human society caused by the New Type is at the center of

the stories. What do you want to convey through these superhero characters?

I disagree with the idea that you adopted the New Type as superheroes. Actually 30 years ago I did not define the New Type as clearly as I do today. However, the reason I adopted the word "New Type" instead of using words like "superheroes," "zaps" or "ZST" is that I wanted to suggest that all of humankind must change themselves. Today, the energy sources on the planet Earth are reaching their limits, and the environmental crisis is critical. People will not be able to survive another 500 years if they remain the same creatures who keep the thoughts and sensibilities of the 20th century in order to overcome these situations and live for thousands of more years. Humankind must become the New Type. I wish that the New Type would be understood in this way, and I intentionally avoid using sci-fi jargon.

From the dawn of anime in Japan through the present, you've been active in the industry. Would you share your view of the current anime industry in Japan? What does it take pride in? And what should it improve?

I value the fact that Japanese anime presented other ways of producing animation besides the Disney-style production method. On the other hand, I notice there is a trend of Japanese anime leading to be geared for grown-up fans these days, and this should be improved. I can say this from my experience. I myself have tried the same things, and I realize that it's not so good. It's because it easily turns into something quite egoistic, and moreover, these works often induce a depressive mood. Through my experience, I have come to think that anime should be what allows children to grow their dreams. This is nothing but adults growing themselves.

What's the good thing about being an anime director?

I think it's good that I was allowed to take charge of many projects in different genres and could enjoy variety shows, in a sense. Also, by directing content and war projects, I could experience catharsis and successfully avoid committing a murder in real life. In this sense, I'm really grateful for that because I was conscious that I had such homicidal traits, to be honest.

Do you have any plans to direct a live-action film?

tion film?

No. Until I turned 50 years old, I truly dreamed of directing a live-action film. But during the days of my 50s, I gradually recognized that my wish was not realistic. And these days, I clearly understand how difficult it is to direct live-action films, and I have also come to the following conclusion: If I had to depict themes designed for adults, I wouldn't want to create such stories. In other words, I have come to feel that anime is truly a superior medium that can depict a wide variety of themes.

Please recommend a couple of destinations to Chapstick NY readers who would like to visit Japan.

In Japan, the mountains and ancient artistry are as possible to visit both in a short amount of time. I do recommend that readers try this. On the other hand, Kyushu (the southern island), Honshu (the main island), and Hokkaido (the northern island) stretch in a wide area from south to north. So if you choose sightseeing courses that allow you to appreciate the differences among these islands, any season of the year is the best season.

Finally, please give a message to your fans in the U.S.

Anime is a medium that is more superior than you now imagine. Whether hand-drawn, digital animation, or 3D—its capability is tremendous. I'd like you to understand this.

—Interview by Noriko Konuro



Toriya will appear in The 3rd New York Anime Festival (September 25-27) as the guest of honor.

MOBILE SUIT GUNDAM (KIDO SENSHI GUNDAM)

First introduced in 1979, this Japanese sci-fi anime series was produced by Sunrise. The story of the first series is set in a fictional universe where people live on the planet Earth and in space colonies, and it depicts the war for independence of the Principality of Zeon, one of the space colonies, from the Earth Federation. Though standing on this larger plot, the story centers on 16-year-old Amuro Ray, a citizen of Side 7 (one of the colonies) who was happens to be a pilot of Gundam, the Federation's special military vehicles, and was unwittingly gotten involved in the war. The war saga involves complicated plots while touching upon many other aspects of life, such as a young boy's initiation, team spirit, romance, genocide, and kinship, and this has appealed to both child and adult audiences. The series is the origin of the expensive Gundam franchise that has since generated many spin-offs, and spin-offs in multiple media including manga, novels, novels, video games, toys, and plastic models.



Product

Zentrip Makes Your Travels Worry-Free

As summer winds down and we enter the new school season, many of us are lamenting that vacation we never had. For those who are still looking to take a trip but worry that motion sickness will get the best of them, fear no more as **Sata Pharmaceutical** has the answer to your problems. Its new product **Zentrip** hit stores in August, and as the name indicates it promises you peaceful travels. Zentrip consists of thin citrus-flavored orange strips with fast-acting provenan that treat nausea, vomiting and dizziness associated with motion-sickness. This is the first thin strip style medicine for motion sickness.

They contain 25 mg of meclizine hydrochloride, an anti-motion sickness substance which lasts longer than any other. It is recommended that you take one or two strips at least an hour before you begin your trip, and you can then expect a comfortable journey. These strips are ingested orally and dissolve on your tongue without water, making them a truly simple medicine to take.

One box of Zentrip retails for \$5.99 and contains 8 strips, and it can be found in local drugstores throughout the country. This powerful product's portable

size allows you to place it in your pocket or wallet to take anywhere. If just thinking about that upcoming long bus, car, boat or plane ride is making you feel queasy, why not try Zentrip to reach a more enlightened state of mind for your near journey?



Sata Pharmaceutical Inc.
2604 1st St., Suite 3
Dana Point, CA 92623
TEL: 714-764-0300
www.zentrip.com

Drink

Ginkoubai Hannya Tou: Sweet Sake with a Spicy Kick

When you feel like sprucing up your life while at the same time sweetening it, what should you do? It might be a bit dangerous for some people, but how about trying the newly released plum liquor, **Ginkoubai Hannya Tou**? Its name comes from the legend of a woman's burning jealousy transforming her into a demon. As this implies, it stimulates your inner fire and makes you bold.

Unlike other plum liquors, this one boasts a distinctive sharp taste. Its natural sweetness and touch of sourness from the ripened plum amaze you at first, and this is followed by a pungent flavor that burns from the inside. This unique liquor was created by **Ippongi Kobochohan Brewery**, established in 1932 in Fukuoka Prefecture. They soak locally-grown plum in sake blended with a little rice base shochu. So you can enjoy the nice balance of sweet and sour plum and mild sake flavors along with "the kick." Once you try it, the multi-layered flavor will never leave your mind.

To appreciate this liquor thoroughly, it's best to drink it straight at room temperature or chilled. It's perfect with dessert and as a digestif, but you

will find it also goes well with savory dishes. Its full-bodied flavor is very much favored by spicy foods from Southeast Asia and Mexico. It especially complements rich, thick-flavored foods. "If you like to have delicate wine meat fish sashimi, I recommend that you sprinkle salt on top, drizzle olive oil and eat with a pinch of wasabi," advises Iku Kubota Kuba, vice president of Ippongi Kobochohan.

Ginkoubai Hannya Tou is now making its premiere in the U.S. ahead of Japan. So enjoy the unbridled, edacious flavor, but be careful when you drink it — it's addictive!

tell
produced by **Ippongi Kobochohan Brewery**
www.ippongi.co.jp

Distributed by **WIC International**
40 North Ave., Englewood, NJ 07127 / TEL: 718-486-6303 / www.wic.com



Book

Discovering the Origins of Manga: Kamishibai

Even those who consider themselves well-versed in Japanese culture might not know much about kamishibai, or Japanese paper theater. New York Times writer Eric F. Nash sets out to rectify this with the release of his new book, **Manga Kamishibai: The Art of Japanese Paper Theater**. This hardcover with 250 color illustrations shows the background of this fascinating and nearly vanished Japanese art form that paved the way for modern-day manga.

Kamishibai are story board paintings set in sequence that are turned one by one and narrated by storytellers. These men acted as entertainers and agitators, narrating tales that ranged from action-packed westerns and period pieces to traditional folk tales. This simple street theater was beloved by children all over Japan throughout its rich history, and Nash skillfully traces its evolution.

During World War II kamishibai were used as propaganda, and Nash covers this by selecting several political examples. Post-war kamishibai featured slice of life stories such as the heartfelt *Prayers for Peace*, in which a girl

struggles in her ravaged city in a post atomic world. With the rise of television and increasing American influence, kamishibai took a back seat to emerging technologies and characters such as Batman.

Manga Kamishibai made its debut at the San Diego Comic-Con this summer, and received rave reviews there reproduced for the first time from Japanese archives, including full-length kamishibai stories, it is an essential guide to seeing how kamishibai contributed to the formation of today's ubiquitous manga.



Eric F. Nash (author)
Foreword by Sarah Broderick
Illustrations by various artists
www.kamishibai.com

From Japan

Environment- and Economy-Friendly Home Electronics

In the period right after the summer bonus season in Japan, people's spending skyrockets. This year, however people are watching their wallets in the midst of this economic turmoil. People are even refraining from buying air conditioners and refrigerators during Japan's extremely un-comfortable summer. Despite these challenging times, there is one item that is loosening consumers' purse strings: the flat-screen TV monitor.

The reasons for this phenomenon seem to lie in two governmental initiatives. The Japanese government is planning to switch from an analog to digital broadcasting signal by July 2011. As in New York, people must either get external digital tuners or buy new TV monitors with built-in digital tuners. This is likely a great motivation for consumers to buy new flat-screen TV monitors.

The other motivating factor is the "eco point system" that the Japanese government introduced on May 15 in order to spur on the economy. In this system, those who buy energy-efficient and eco-friendly home electronics during a designated period earn points that can be used to purchase cer-

tain items and receive certain services. For example, a TV monitor with a digital tuner receives points worth about 10 percent of its value. In other words, the more people spend on these eco-friendly electronic products, the more they receive in discounts. Also, the more they spend, the more they contribute to preserving the environment.



For now, consumers can use the points only for items and services provided by companies and organizations participating in the government program, but the system is a good way of saving money as well as being eco-conscious. It all adds up.



WAFU BURGER (和風バーガー)

AMERICAN COMFORT FOOD LOCALIZED IN JAPAN



The rice burger has a layered structure which allows it to hold ingredients like this cabbage tempura. This could never be accomplished in an burger.

Quick, cheap, and casual—these three words are at the heart of fast food and they are the reason why it attracts so many people. But more importantly, there is comfort food rooted in every culture. Each country has its own version of fast food and vendor food culture, as well as its favorites. For example, hamburgers, hot dogs and fried chicken in the U.S., fish & chips in England, kebabs in Turkey, crepes in France, and udon, soba, ramen and gyudon (beef rice bowl) in Japan. In our internationalized society, such food culture easily crosses and new flavors are spawned.

In Japan, the burger sandwich, an import from the U.S., is uniquely localized according to the country's ingredients, taste buds and consumer behavior. Even American food chains that do business in Japan create inventive products marketed for the local taste. In July, Wendy's introduced a wafu (Japanese style) chicken sandwich. Miso (a type of leaf) is used in its place of lettuce, and it makes a great match with the freshly fried chicken because miso's texture is crisp enough to harmonize with the bird chicken's crusty batter. Also, the sauce made of grated daikon

radish and gochū delivers a summery flavor with the support of mayonaisse that has been spiced up by togarashi (red pepper) and yuzu-koshō (yuzu citrus pepper). The uga-chili wrap (spicy chicken wrap) is one of the seasonal flavors offered by Kentucky Fried Chicken in May. Charbroiled chicken is wrapped with burdock root, carrot salad and lettuce in a soft tortilla, and its teriyaki sauce with a touch of spiciness especially adds yūka (chicken skewer) like flavor. The burdock root and carrot salad are dressed with sesame flavored mayonaisse, and its nuttiness really accentuates the wrap.

Japanese brands also keep contributing new flavors to the market. Probably the most inventive burger in speed cuisine and the biggest hit in Japan is the bun-pan burger from Mos Burger, which was introduced in 1990. Mos Rice Burger (Japan) is its official name, and as it implies the burger uses a rice patty (called a "rice patty") instead of a bun. What the rice patty contains is kaniro gelatin, a hearty, can-fart food for the Japanese. It is made of pulverized burdock root and sautéed with soy sauce and sugar,

and its delectably crisp texture is what makes this dish special. Since the Japanese have a tradition of eating onigiri (or onigirushi) rice balls with toppings inside as fast food, the idea of rice patty seems natural to them. However, what is innovative about the rice burger is how it layers the ingredients, thereby including more than what is in the average onigiri. Since being introduced, the rice burger concept has become a standard of fast food, and many different flavors have made their debut, among them pork ginger, miso katsu (pork cutlet with miso sauce), tori tokatsu (chicken patty), and cabbage tempura.

In terms of marketing strategy, it is not so easy to introduce new food items that appeal to the Japanese, as they are fussy about food. But there are some keywords that can judge them, which are "seasonal," "regional," "healthy," and "kindred time offer." Recently, "spaceability" was also added to the list. Many fast food chains have started to emphasize their ingredients' safety by claiming that they use "all domestically grown" ingredients. It is not cost effective to provide a food product without using imported ingredients, but Japanese consumers are really influenced by the tagline "domestically grown." As trends shift, American comfort food brands evolving in Japan. It might not be far in the future that these sorts of fusion burgers are enjoyed by people in the country they came from.

—Reported by Momo Kikawa



Since Mos Burger employs a made-to-order system, you have to wait for about 5 minutes after you place your order. However, the reward at the end is tremendous, a delicious hot burger sandwich! Just be careful not to burn yourself by eating it. After using its one paper wrap to protect your fingers from the heat on the piping hot burger.

FEATURED STORY

JAPANESE anime, manga, & VIDEOGAMES

Anime, manga, and videogames are some of the most prominent Japanese exports in pop culture. Though they are mainly enjoyed among young people, they really have the charms that appeal to all generations. Artistic element, profound story, advanced technology—they are all contributing to the expansion of these unique entertainment forms. Here we invite you to the amazing world of anime, manga and videogames.

FEATURED INTERVIEW

SPIRITS OF GHIBLI ANIME—RETURNING TO HAND DRAWING IN POWYO

JAPAN'S FANTASY DESTINATIONS

HIGHLIGHTS OF THE NEW YORK ANIME FESTIVAL

WONDERLAND FOR ALL AGES—NINTENDO WORLD

LISTINGS

SHOP



SPIRITS OF Ghibli ANIME

—Returning to Hand Drawing in *Ponyo*



While making his latest film, *Ponyo*, anime auteur Hayao Miyazaki took the toughest road by using a painstakingly laborious method: hand drawing. *Ponyo* uses more than 150,000 original sketches and over 170,000 animation images—4.6 times more than those used in *Spirited Away*, which is 24 minutes longer than *Ponyo*. Here, Mr. Miyazaki's right-hand men, Mr. Katsuya Kondō (Supervising Animator) and Mr. Noboru Yoshida (Art Director) share behind-the-scenes stories with *Chopsticks NY*™.

*Studio Ghibli is the anime production led by Oscar® winning anime director Hayao Miyazaki.

Would you tell me about your responsibilities as an art director in Ghibli?

Yoshida: Art directors draw backgrounds—in other words, we create the space of the scenes: landscapes, rooms, and everything except characters. It's like a production designer in live-action movies. We even set up light and sky. Designing background structures, thinking about color schemes... that's what we do.

So, as I understand it, you create the "stage" where each character can move around. But in *Ponyo*, the stage itself also moves a lot.

Yoshida: There are scenes where the backgrounds move, but when it comes to moving images, that's what Mr. Kondō is supposed to do. In the beginning, Mr. Miyazaki and Mr. Kondō plan a total visual design. When they decide, "Let's make some movement here," that job goes to animators. In *Ponyo*, there were many scenes where the background itself was one means of expression. For example, the ocean grass, flowers, trees... they were all animated by animators.

Kondō: It was our objective in making *Ponyo* to express as much as possible using hand-drawing techniques. This is obviously the animator's job, but this time, Mr. Miyazaki wanted the background images to come closer to being animation characters. In other words, the background images should act more like characters instead of existing just by themselves. This is what Mr. Yoshida had to make possible.

All by hand drawing?

Kondō: Yes. Drawing continuous images with pencils is the very basis of the film.

Yoshida: So, a background art. Usually we paint with watercolors and gouache paints, but this time we used

pencils, crayons, and pastels as well. This successfully added different nuances and textures to the images.

Was this your idea or Mr. Miyazaki's?

Yoshida: We both brought ideas.

Kondō: First of all, the reason we employed that style was that we wanted to create a world where anything is possible rather than tell a realistic human drama or deal with serious issues. We thought it would be more appropriate to set up a "broad-minded" space. For example, when we draw straight lines, we often draw some wavy lines to leave room for happenings. It's a space where it is okay that ocean waves transform into a human.

Do you think your efforts of drawing all images by hand were rewarded?

Kondō: I think so. Also, it was the right time for us to do that, and our choice meant a lot to us. Up until then, we aimed to use manpower labor to have maximum effect in order to keep up with the commercially oriented industry standard. Although we knew we could make it more expressive if we drew more images, we were mindful of the budget and time constraints. At the time, we started producing *Ponyo*, we were a little free from those constraints, so Mr. Miyazaki decided to pursue how expressive we could be by spending more time on animation. This industry is being consolidated by 3D and CG today. I don't criticize that, because they are definitely a means of expression. However, when we thought about ourselves, "What is our specialty?" and "What is important to us?", we came to the conclusion that hand drawing with pencils is our heart. This is what we intended to realize in *Ponyo*.

By the way, is it okay to say that a supervising

animator determines all the movements of each character?

Kondō: Well, "determine" is not the correct word. My role is to level the uneven parts, fill the holes, and erase the bottom in terms of the expression of images. Mr. Miyazaki draws storyboards and provides solid visual images, so we trace them and make close lines.

Would you pick one scene where you want the audience to pay special attention?

Yoshida: Here it's hard to pick one. All of them, actually. If I am asked to choose the scene where I pay my feeling most, it would be the sunset scene.

Kondō: In the scene where Ponyo comes back from the ocean by riding the waves, the weather changes drastically. And a beautiful sunset appears after the rain. We redraw the sequence again and again and again.

Yoshida: That's one of the scenes that Mr. Miyazaki himself particularly labored on. He backed that scene with all his power.

Kondō: The scene IS the spirit of the film. Speaking of the part I like, I am personally excited about the sequence in which Ponyo enters into some kind of fog—same strange nuclear fusion reactor kind of thing. She transforms into a girl, comes across a big fish, drops into the ocean, and is discovered by Sosuke's father. Basically she runs away from home because she is sick of her life under the sea.

That's a leap of the imagination!

Kondō: Exactly. That's the sequence dominating the essence of this film. Jump, burst, and fly! With this impetus, Ponyo throws herself into Sosuke. I like this sequence. I actually feel that Mr. Miyazaki's films always have these kind of climactic sequences in the middle. Like the sequence where Pazu switches Shasta in *Castle in the Sky*.

Yoshida: I agree. There is always a cult-like moment in the middle.

I'm also amazed by the sequence where Pazu and Sheeta look up water after the flood.

Yoshida: Looking up water was one of the themes of the film. So, yes, that's where we put our effort, too. Kondo: It was originally our reason to use water as one of the main characters. Water should not be treated as part of the background, but rather it should exist as one of the principal cast members.

Yoshida: Mr. Miyazaki told me that in the very beginning, as I put special importance in making water expressive. For example, it is common to draw the outline of water without or to produce a better image. But instead, I used a black outline for water (just like I do for human characters). In other words, humans and nature are considered to be on the same level.

Does that represent "Miyazaki-ism" in a way—humans and nature coexisting?

Yoshida: That's true. Something like animals is always an endowment in his films.

I find it interesting that this seems transform into human figures.

Kondo: That's also what we intended to experiment with. The idea came up in the very early stages of production.

Is there anything you learned from this project that might lead to the next project?

Kondo: Hmm... I think I found drawing by hand was the best, after all. That's what fits me. In a way, this film clearly taught me what hand drawing was the method

that I should stick to. Yoshida: It used to be all drawn by hand back in the days.

Would you continue on this hand-drawing style?

Kondo: If we drop the hand-drawing, that means we

KATSUMI MORIO (Supervising Animator)

Born in 1962 in Ehime. Kondo was a key animator for Castle in the Sky (1986), My Neighbor Totoro (1987), Porco Rosso (1992), and Howl's Moving Castle (2004), the character designer and supervising animator for Kiki's Delivery Service (1989) and Ocean Waves (1993) and the supervising animator for Lady Bird (1999). He also worked as concept designer and key animation for the video games Tsumamori Monogatari (1998) and the sequel Tsumamori Monogatari 2. While taking responsibility as supervising animator for Porco, Kondo also provided the lyrics to the film's ending song.



The paperweight is placed on the pages of drawn images when flipping them to see how they work as a moving image.

Craftsman's tools (From left) Slip-stitch, paperweight, eraser, pencil. Kondo uses a slip-stitch to check the timing and rhythm of the continuous image. The

MORIO YOSHIDA (Art Director)

Born in 1964 in Shimane. He started his career as a design-oriented artist in Design Office Minami, Kondo's first joint studio. Ghibli is a background artist during the production of Princess Mononoke (1997). After working on My Neighbor Totoro (1986), he was appointed assistant art director for Spirited Away (2001). He first assumed the role of art director for Ghibli's Episode 2 (2002) and teamed with Koji Tokoro for the art direction of Howl's Moving Castle (2004). Porco is the first feature film for which he is the sole art director.



"Brushes are consumption articles. They are worn out in about a month, in my case."

Craftsman's tools (From left) Colored pencils, brushes, watercolor, flat palette. He uses brushes for coloring (Japanesque pencil) to produce specific watercolor effects.

Photo courtesy of Studio Ghibli

Special Exhibition @ the Ghibli Museum, Mitaka

"Pazu—Making Film by Pencil"
In the Ghibli Museum in Mitaka-city, Tokyo, you can look on the essence of Ghibli anime. The museum attracts a wide variety of visitors, from children in the vicinity and fan many international tourists as well as the current special exhibition is "Pazu—making film by pencil." The museum displays all the original sketches and animation stages used in making the

film. You'll see touch, play and finally understand how this film was created.

The exhibition is scheduled to continue until May 2010. Reservations are required. Reservation applications from overseas are accepted from three months prior to actual start on the museum's website. <http://www.ghibli-museum.jp> for reservations.



#Museum Ghibli
#Studio Ghibli



Ghibli Museum Mitaka
〒151-8541 Setagaya-ku
Mitaka-shi Tokyo 01-0613
www.ghibli-museum.jp

For more, go to their website or contact JTB tour pass

JAPAN'S FANTASY DESTINATIONS

The popularity of manga and anime in Japan has produced numerous characters that have become global icons and international art and cultural phenomenon. Needless to say, Japan offers destinations associated with manga and anime, and through the imaginable world, visitors find more cultural dimensions on today's Japan and its culture. Visit the birthplace of characters and experience the imagination world in your trip.

JAPANESE MONSTER TOWN

Sakamasa City seems like an average town in Tottori Prefecture in western Japan, but this is a hometown of Shigeru Mizuki, a creator of a comic book about Japanese mythical monster characters. Japan is almost the birthplace of character culture, and this comic series, *Ge-gi-gi no Kitaro*, is one of the great examples of colorful Japanese characters. The characters have various personalities, magic powers and weaknesses, and each episode is about the relationship between humans and monsters.



© Mizuki Productions

Along the boulevard from the central train station, the characters from *Ge-gi-gi no Kitaro* are scattered around, one sitting on the guardrail by a shopping mall, a couple around a water fountain, by a park, etc. They are even drawn on buses and trains. Although Japanese mythical character is not familiar in other countries, visiting Sakamasa's downtown is a great way to experience how humans and characters would cohabit. A new mural commemorating Mizuki's work was installed this summer on the ceiling of the main building of Enryu-ji Temple nearby Sakamasa City. This mural contains 108 characters from Mizuki's comic series and is unveiled to this temple because of the monster legend that has been inherited at this temple since the 1840s.

Ge-gi-gi no Kitaro started as a panel story show in short comic stories, but became so popular and produced for TV anime series and movies in Japan. Since then the charismatic animation characters are his spread the world today.

THE WONDERFUL WORLD OF SAZAE-SAN OF SAZAE-SAN

The Wonderful World of Sazae-san best illustrates ordinary family life in Japan in an average suburban town, and this still exists in Sakurazemachi, one of Tokyo's suburban neighborhoods. *Sazae-san* started as a comic strip in a national newspaper right after the Second World War ended, and describing how Sazae-san, a female character, and her very average Japanese family live their daily life. The author Machiko Hasegawa drew four frame short stories everyday in the newspaper, describing the current of lives in each era and how ordinary people go through and find heartwarming charms of their daily life. Life doesn't always go straight, diverted by family members and neighbors, but things work out in a different way, and that is how human life is.

Her Museum is along a gorgeous cherry tree lined street in Sakurazemachi. In a sleek brick building, several of Hasegawa's hand-drawn scripts and drafts are exhibited, showcasing heartwarming charms of their daily life. Her simple yet lively hand-drawn lines mirror ordinary life that could be easily seen in any society in the world. Her description on human life makes visitors realize the beauty of life. Her comic strips open your eyes to Japan's heartwarming human life like *Sazae-san* episodes in this neighbor hood. Sakurazemachi still lives with post-war local charms. To experience today's average local life around Tokyo, Sakurazemachi awaits foreign visitors with local charming hospitality.

<http://hasegawamachiko.jp/> (Japanese only)

THE HELLO KITTY'S WORLD

After the unstoppable fad for Hello Kitty around the world, this 38 plus year old Japanese pop icon has become the universal character for young girls and pop culture fans. Being a competitive idol to Disney characters, Hello Kitty creates its own fantasy theme park Paradise in suburban Tokyo. Paradise displays the background and images in which Hello Kitty and other characters from Sanrio, the producer of all the characters, are created. This theme park has relatively larger focus on shows, which are performed with popular characters and professional dancers at four theaters and the Wisdom Tree Stage, the corner of the park. The shows take visitors into the fairy world with Kitty and its friends in different themes such as adventures, fairytales and the trip to the future. Now the second theme park Sanrio Harmonyland is open in Okinawa Prefecture of Naha, the Southwest Island. Go to <http://www.paradise.co.jp/english/welcome.html> for Paradise, and <http://www.sanrio.co.jp/eng/builtharmonyland.html> for Harmonyland.

GIGANTOR IN KOBE



© KAWA PRODUCTIONS/KAWA TERRAZZO PROJECT 2008

A giant robot from a Japan's classic cartoon will emerge in Kobe later this year. Toyaga 28-go (the man man number 28), known as Gigantor in the US, was created in 1956 by Mitsuru Yokoyama, the pioneer of Japanese robot wars, and released to

a TV anime series in 1963. The Tetsujin has been the iconic Japanese anime robot, and its popularity has spread beyond generations and nationalities. Its rather primitive and toy-like design, and a mild feature of the face indicate the early concept of a fighting robot for a manga series, but these charms remain attractive, and a non-profit organization the KOTSE Tetsujin Project builds a 58-foot tall monument of the Tetsujin, which is scheduled to be completed on October 4, 2009. The robot will be installed in Wakamatsu Park in Kobe City.

GHIBLI MUSEUM

Hayao Miyazaki is well known worldwide as a legend of animation, and a park that marks up his animation world is located in a beautiful suburban town in western Tokyo. This Studio Ghibli park takes you into a real world of Miyazaki's films. In the full of nature in the park. For quiet and more aesthetic atmosphere for the Miyazaki's ideal world, the Museum limits the admissions every day, and reservation

SHOPPING FOR MANGA & ANIME

POKEMON CENTER

Another world's superstar character from Japan, Pokemon is loved to visit if visiting Japan. Its dot to outposts in major cities in Japan, the Pokemon Center is one of the most popular places to shop by its first unique Pokemon products such as Pokemon cards, stationery, figures and games. The stores are in Tokyo, Yokohama, Nagoya, Maibara, Osaka and Fukuoka. For more information, see <http://www.pokemon.co.jp/pokemonenglish.html>

TOKYO ANIME CENTER

In Akihabara, well known as the ground zero of Japanese anime and Japan's otaku (pop culture), Tokyo Anime Center showcases everything about Japanese anime culture. Not only the manga and anime exhibitions, visitors can experience anime over recording production as a voice actor. They gift show has a huge collection of Japanese manga and anime related products including collectors items that are hard to find. To find out the ultimate Japanese anime world, this is the place to go. <http://www.animecenter.jp/>

is required. Reservation from overseas is accepted from three months prior to the actual visit. <http://www.ghibli-museum.jp/en/>

— Nan Akashi, Public Relations Manager at the New York Office of JNTO



Japan National Tourism Organization
New York Office

One Rockefeller Plaza, Suite 1210, New York, NY 10020
TEL: 212-717-9648 www.jnto.usa.com

Discover Japan

TO GET TOUGH, BE PAKed with

Japan Rail Passes

SEE A PAK, GET A PASSAGE
SEE GET TOUGH, BE PAKed with

JALPAK

JTR Global Travel Inc.
100 Avenue of the Americas, 10th Fl. New York, NY 10039 Tel: 212-693-4555 Fax: 212-693-4555
Web: www.jalpak.com Email: global@jalpak.com

Japan Rail Passes

SEE A PAK, GET A PASSAGE
SEE GET TOUGH, BE PAKed with

JALPAK

JTR Global Travel Inc.
100 Avenue of the Americas, 10th Fl. New York, NY 10039 Tel: 212-693-4555 Fax: 212-693-4555
Web: www.jalpak.com Email: global@jalpak.com

KIE - Japan's No.1 Travel Specialists.

Discount Air Fare

Hotel and Tours

Japan Rail Passes

www.japan-tour.com

KINTETSU INTERNATIONAL Toll Free 1-800-422-3481

wanna read back number?

Easy Navigation, Exciting Articles,
More Convenient!!



www.chopsticksny.com

Mobile Suit Gundam: Battlefield Record U.C.0081

Available 9-4-2009 PLAYSTATION 3



CHEAP!

FAST!

WIDE SELECTIONS!

Shipping has been \$6.49
And, express is included

Early released Japanese games
available for next day

Over 50 new titles every month
Over 1,500 titles in stock

Get Japanese games! Easy online shopping
www.hypergameaction.com

All Japanese and US Games
Hyper Game
Games of the world, trade!

12091 Highway Blvd., Suite 104
San Marcos, CA 92068
(714) 444-1947
order@hypergameaction.com

Subscribe **CHOPSTICKS NY**

for only **\$19.99/year!**

Call us at 212-431-9970 or email reader@chopsticksny.com

www.modondi.com



FREE SHIPPING FOR LIMITED TIME

来てね♥

Cosplay Singer POP IDOL **RENI**

Reni specializes in Akihabara style
performances and will be singing
at NY Anime Festival.

**COSPLAYERS
WELCOME!!!**

Monthly Event **Japanese "Maid" Show**

(The first Sunday of a month)

Anime & J-Pop Songs

NO COVER CHARGE / 1 drink minimum

Sept. 6th 6pm-8pm @ Karaoke Top Tunes

303 E 53rd St (at 2nd Ave.) New York, NY 10022

TEL 212-758-3818

www.ReniReni.com

The 3rd Annual New York Anime Festival

September 25-27 @ the Jacob K. Javits Center



The New York Anime Festival is an anime convention from the creators of New York Comic Con. It features exclusive and extensive anime screenings, guests from America and Japan, manga, cosplay, video games, live-action Japanese cinema, fashion, food, and the cultural treasures that gave birth to Japanese pop culture. Here are highlights of this must-see event.

Japanese Guests of Honor

YOSHITAKA TOMINO (Anime Creator and Director)

Yoshitaka Tomino began his animation career at Mushi Productions where he scripted and storyboarded the classic anime series *Akira*, *Big Gun* and its direct, *Mr. Tomino* has overseen numerous series including *Armored Soldier Garm*, *Evangelion*, *Overman King Gainer*, and *The Wings of Hono*. His long-standing legacy is *Mobile Suit Gundam*, a genre-breaking series first broadcast in 1979 which is credited for defining the current realistic portrayal of robots in Japanese animation. The original *Mobile Suit Gundam* series has been followed by numerous sequels and spin-offs and the sage continues today with his latest entry — *Mobile Suit Gundam UC* (Universal Century) — debuting this winter in Japan.



YUKI MARIANO (Singer / Voice Actor)

Yuki Mariano took up the piano at the age of four. Ms. Mariano made her debut as a singer in 2005 with "Crimis Magna", produced by Yoko Kamei, the ending theme song to the anime series *Sousei no Macaron*. In April of the same year, she also made her debut as a voice actress, starring as Sakura in the *Trigun* Anniversary Chronicle, and while fans may know Ms. Mariano mainly through the role of Sakura, *Trigun* is just the start of Ms. Mariano's voice acting career. Her voice can be heard in the roles of Aika Takamori in *Belserius*, Haruka Kurosaki in *Star Kakeru G*, and Mitsu Nishikawa in *Welcome To The NHK*. Yuki Mariano's blog — www.typhoonconventions.com/yuki — is one of the must-reads in Japan.



HEMI (Cosplay Singer)

Hemi, born and raised in Japan, currently resides in New York City and specialises in *Mahoutai* style performances, a genre that emphasises the cute look of Japanese pop culture with the big appeal of Japanese animation. Through her singing and dancing she makes an adorable, powerful, yet exciting sound. Her first Japanese CD, released in 2006, was produced by Takahisa Yamashita, who composed the music for one of the *Pokemon* movies. Hemi is quickly becoming one of the best of every one's best fans. Thanks to her pretty stage costumes, upbeat personality, and her astounding singing talent. She'll be performing at the start of NYAF's *Misqu Coast*. For more visit www.hemiconcert.com

MISAKI ROCKER! (Comic Book Author)

Misaki Rocker! developed a love for anime and manga at an early age and drew her first comic at the age of 13. She moved to New York in 2001 and worked as a puppeteer, face painter, animal balloon maker, and art teacher while still doing cosplay her own work. Her first book, *Neko Girl and Friends*, Rock and Roll Love, were published by Aqueon. She recently scored a three-book deal with Henry Holt, and her first Henry Holt book, *Darwin's Journey*, was released in 2008. Besides these books, Misaki writes scripts for anime comics and stories for the weekly indie comic magazine *French de French* in the UK. She's also illustrated *The Don't Sleep Love* for 15 years. Visit [misakirocker.com](http://www.misakirocker.com) for more.

Contest

AMV (Anime Music Video) CONTEST

Now that digital video editing can be done on nearly every computer in the world, more and more anime fans are discovering the fun of making their own music videos from their favorite songs and their favorite anime series and movies, and the NYAF plays host to a competition between the editors, scriptwriters, and artists that are AMV (anime music video) makers. <http://www.newyorkanimefestival.com/en/Events/AMV-Contest/>

HILL COSPLAY CONTEST

Cosplay is a unique and beautiful part of anime fandom, and the NYAF celebrates the spirit of cosplay through two events: the *Misqu Coast* and the Hill Cosplay Contest. The Hill Cosplay Contest is for newer, younger, more casual cosplayers as well as serious cosplayers who prefer not to walk across stage. It is a closed-door judging of costumes only. No performances are required. <http://www.newyorkanimefestival.com/en/Events/Hill-Cosplay-Contest/>

LARP (Live Action Role Play)

The NYAF Anime LARP is a theatrical LARP running throughout the length of the convention where players are allowed to participate as much or as little as they want. An Anime Convention LARP is equitable to the most imaginative and at times over-the-top, mass crossover mash-up you could imagine. Pre-registration is open through Sept. 15. <http://www.newyorkanimefestival.com/en/Events/LARP/>

MISQUEADE—HUGE COSPLAY PRIZE

The New York Anime Festival celebrates the world of cosplay through a *Misqu Coast*, a costume showcase that is part fashion show and part panel show. Beyond traditional events, this year the NYAF Misqu Coast is proud to debut the *Yume Cosplay Prize* — a trip to Japan, five nights in a Tokyo hotel, VIP tickets to the Tokyo International Anime Fair, and \$1,000 in prize money — to the *Misqu Coast* a top competitor. <http://www.newyorkanimefestival.com/en/Events/Misqu Coast/>

Exhibitors list (As of August 15th)

Company Booth

Tel Place Co., Ltd #107
 Mier Creations, Inc #113
 Bli Design Trading #548

(A)
 Akasaka Job #145
 All Rights America Company, LTD #294
 After Times #253
 Any of Any #222
 Andromeda #246
 Anime World #429
 Anime World #525



Anime Cosplay will be exhibiting a wide range of anime costumes and accessories for sale.

Anime Fan Zone #145
 Anime Fair #147
 Anime Fit #140
 Anime Pavilion #425
 Anime Room #427
 Anime Hut #430
 Anime Hut #544

(B)
 B-Rabbit #221
 Career Artist/Employer | Bili-Gole #122
 Bili-Gole, Inc #122

Blackout Music (New Brand)
 Bonda Bonda #505

(C)
 Caden Media #106
 Caden Media #107
 Caden Media #140
 The Caden of Japan Company #298
 Caden & Fantasy Design #421
 Caden Design #425
 Caden Photo #425

(D)
 D-Rabbit #103
 D-Rabbit #104
 D-Rabbit #105
 D-Rabbit #106
 D-Rabbit #107
 D-Rabbit #108

(E)
 E-Rabbit #109

(F)
 F-Rabbit #105
 F-Rabbit #107
 F-Rabbit #109

(G)
 G-Rabbit #106
 G-Rabbit #108
 G-Rabbit #110

(H)
 H-Rabbit #111
 H-Rabbit #112
 H-Rabbit #113
 H-Rabbit #114
 H-Rabbit #115
 H-Rabbit #116

(I)
 I-Rabbit #117
 I-Rabbit #118
 I-Rabbit #119
 I-Rabbit #120

(J)
 Japan National Tourist Organization (JNTO) #111
 Japan Security #108

(K)
 K-Rabbit #112
 K-Rabbit #113



K-Rabbit #114
 K-Rabbit #115
 K-Rabbit #116

(L)
 L-Rabbit #117
 L-Rabbit #118



L-Rabbit #119
 L-Rabbit #120

(M)
 M-Rabbit #121

(N)
 N-Rabbit #122
 N-Rabbit #123
 N-Rabbit #124
 N-Rabbit #125
 N-Rabbit #126
 N-Rabbit #127
 N-Rabbit #128



N-Rabbit #129
 N-Rabbit #130
 N-Rabbit #131
 N-Rabbit #132

(O)
 O-Rabbit #133

(P)
 P-Rabbit #134
 P-Rabbit #135
 P-Rabbit #136

(Q)
 Q-Rabbit #137
 Q-Rabbit #138
 Q-Rabbit #139
 Q-Rabbit #140
 Q-Rabbit #141

(R)
 R-Rabbit #142
 R-Rabbit #143
 R-Rabbit #144
 R-Rabbit #145
 R-Rabbit #146
 R-Rabbit #147

(S)
 S-Rabbit #148



S-Rabbit #149
 S-Rabbit #150

(T)
 T-Rabbit #151

(U)
 U-Rabbit #152
 U-Rabbit #153
 U-Rabbit #154
 U-Rabbit #155
 U-Rabbit #156
 U-Rabbit #157
 U-Rabbit #158

(V)
 V-Rabbit #159
 V-Rabbit #160
 V-Rabbit #161
 V-Rabbit #162
 V-Rabbit #163
 V-Rabbit #164
 V-Rabbit #165

(W)
 W-Rabbit #166

(X)
 X-Rabbit #167
 X-Rabbit #168
 X-Rabbit #169
 X-Rabbit #170
 X-Rabbit #171
 X-Rabbit #172
 X-Rabbit #173



X-Rabbit #174
 X-Rabbit #175
 X-Rabbit #176
 X-Rabbit #177
 X-Rabbit #178
 X-Rabbit #179
 X-Rabbit #180

(Y)
 Y-Rabbit #181

(Z)
 Z-Rabbit #182
 Z-Rabbit #183
 Z-Rabbit #184
 Z-Rabbit #185
 Z-Rabbit #186
 Z-Rabbit #187
 Z-Rabbit #188

Ticket information

Tickets range from \$15 to \$25 and can be bought online at newyorkbusinessfestival.com

More 日本 

www.littlejapanusa.com



You name it, we got it!

- Gundam • Tekken
- Bleach • Final Fantasy
- Naruto
- Hello Kitty
- Super Mario Bros.
- Dango & more!

585 River Rd., Edgewater, NJ 07020 (adjacent to MetLife Marketplace)
201-545-9134 • We serve you and NJ Travelers from The Port Authority of NY & NJ

wanna read
back number?

Easy Navigation,
Exciting Articles,
More Conversant!!

www.chopsticksny.com

 Life
International

Live Japan

Athletic Japanese Suits, Socks,
Intimate and more are just the
beginning. Hundreds of traditional
and contemporary Japanese products
with secure online shopping.

LIFE INFORMATION
www.lifeinternational.com
1-866-993-9291

BOOKS • CDs • DVDs • MANGA • VIDEOGAMES

BOOK-OFF



Sell Us Your Books!! Anytime & Anyday!

11-4 Mid St. East, Westbury, N.Y.
TEL: 212-455-1119 (Mon-Fri) (Tues-Sun) (Tues-Sun)

The largest Anime Selection in the Tri-State Area

Anime Castle
www.animecastle.com



Come visit us
at NY Anime Festival



Booth number: 509



Presented by

Get Credit for New Items!
Send in your old anime, manga or games

35-32 Union St. Rushing, NY 11354 77 Seaview Ave. Maspeth, NY 11357
TEL: 347-424-1296 TEL: 516-254-9484

WWW.ANIMECASTLE.COM INFO@ANIMECASTLE.COM

Charms in Japan - Vol. 4 -



O - f u d a

O-fuda, also known as pety, is a Japanese talisman placed by Shinto shrine and temples. The o-fuda is believed to have the power to adjust energy flow and enhance energy level, therefore, it protects family from misfortune and disease, repels evil, and brings prosperity. Usually it's used before the end of a year and people place it inside a bamboo, a private shrine side shelf or reads it in a slightly higher position of a door, pillar, or ceiling. The characters symbolizing Koto like Duty of Shinto or magic square are drawn on o-fuda. You'd better burn it once it's expired or got ruined by vermin. O-fuda should be renewed yearly.

Courtesy of Beate Wilmanns / <http://beate.wilmanns.at/photocollage/>
Illustration by Mikiko Koyama

Wonderland for All Ages — NINTENDO WORLD

It was about a generation ago when video games were first introduced, and since then technology in the game industry has improved drastically. As I am someone who has stayed away from video games for a long time, probably since the golden age of the arcade games, my recent visit to Nintendo World in unknown Manhattan was an eye-opening experience.

This two-level, 11,000-sq-ft store is equipped with over 40 interactive units (15 Wii stations upstairs and 3 Wii, 8 DSi and 16 DS Lite stations downstairs) where you can try the hottest hardware and game titles. It's not just a place for game enthusiasts, as even non-gamers like me can feel comfortable tackling these machines and becoming involved in the games thanks to the help of the knowledgeable floor staff known as Ambassadors.

I tried the newly released Wii Sports Resort™ drive,

and it comes with 12 activities such as Swordplay, archery, 3-point basketball, table tennis, bowling, etc. It takes advantage of Wii MotionPlus™, an attachment for the Wii Remote™, and the accessory really enhances its ability to reflect the motion you're making. Since it picks up subtle movements and speed, now you can do such things as the backhand, forehand and overhead shots in table tennis. You can appreciate the "real" feeling of sports through participation in these virtual activities.

Beyond role playing, adventure and racing games to puzzles, brain teasers and instructional games like cooking and language, there are many games sold in the store that appeal to everyone. "One of the benefits of visiting Nintendo World is that you have the opportunity to experience something new and discover a game or genre that you weren't aware of before," says Lea Feldman, General Manager

of Nintendo World. They are also holding in-store events where customers can take part in competitions against each other to gain some experience playing the games. It is truly an exciting place where you can find something to satisfy your insatiable curiosity.

—N.K.

NINTENDO WORLD

10 Rockefeller Plaza,
New York, NY 10020
TEL: 646-458-0800

Open hours:
Mon-Thurs 10am-6pm
Fri-Sat 10am-8pm
Sun 11am-6pm

For more information about upcoming events
and new items, etc., go to their website:
www.nintendo-worldstore.com



Nintendo® WORLD



**Come try the latest games and
bring this ad in
to receive 10% off
one piece of software!**

Offer expires 09/30/09

10 Rockefeller Plaza New York, NY
Phone (646) 458-0800

NintendoWorldStore.com

Not valid with any other discounts or offers.

This advertisement code-coupon is not redeemable on 1 per customer this coupon may not be exchanged for cash, may not be sold or transferred and must be redeemed at the store or computer. Offer valid only at participating stores. Good only in the U.S. Promote available while supplies last.
TM & © are trademarks of Nintendo. ©2009 Nintendo.

East 7th Ave	Kitty White St. Marks	Antique
121 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
East 7th Ave	St. Marks Comics	Manga
71 St. Marks Pl. 7th St. & 8th St. N.Y.C. 10013-1088		
East 7th Ave	Seaside Markt	Video Rental
414 East 7th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
East Village	Toy Tokyo	Toy
171 2nd Ave. 2nd St. & 3rd St. N.Y.C. 10013-1088		
East 7th Ave	Video Games New York	Toy
251 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
East Village	Yakubeh	Toy
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Lower East	Seaside Markt, Tokyo	Video Rental
414 East 7th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Brooklyn	Zakho Curry	Food
101 Nassau St. 1st Fl. Brooklyn N.Y. 11201-4001		

Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asians Goods	
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

Queens	KYOTOYA	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Paika	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Macdonalds WAJIMA	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Moken	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	KIYU SAKA	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Moka	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Seaside Markt	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

Queens	Macdonalds International	Food
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Gauby Gallery 32	Gallery
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Ippodo	Gallery
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Quecks Gallery	Gallery
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Asian American Arts Co.	Gallery
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	gallery onsenwright	Gallery
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Queens	Gauby Gals	Gallery
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

OTHER		
Upper West	Absolute Piano	Music
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Upper West	Take Ship N.Y.	Music
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Upper West	Seaside Markt	Music
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Upper West	Seaside Markt	Music
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		
Upper West	Seaside Markt	Music
101 W. 4th Ave. 7th St. & 8th St. N.Y.C. 10013-1088		

Absolute Piano

Quality Pianos at Affordable Prices

Over 30 years since Nishida's Kawai Special pianos are available. Expert Piano Services.

KAWAI Dealer of NYC
1015 Park Ave. 11th Fl. N.Y.C. 10017-1015
212-261-6112

www.AbsolutePianoNY.com

Tokiusa

Utsuwa-No-Yakuba
312 5th Ave. N.Y.C. 10013-1013
212-741-1108

www.tokiusa.com



Grand Opening Exhibition of NY Coo Gallery at new location



Art work: Hitoshi Nakazato Block Room 01002 235007

Date: August 25 - September 15, 2009

Gallery Hours: 12-6 PM (Tue - Fri) 12-5 PM (Sat)

Grand Opening Reception: September 3, 2009 5-7:30 PM

Address: 1133 Broadway, Suite 335 New York, NY 10010 (26th Street)

V: 212.380.1149 **F:** 646-383-7943

We are proud to announce that the 15 renowned artists who have exhibited at NY Coo Gallery in the past years, are returning with their magnificent artwork for this event.

We are pleased to extend this invitation to you. Come join us in celebrating this exciting exhibition as we start our 2009 Art Season at our beautiful new location.

Artists: Annette Rusin, Donald Silverstein, Eric Ginsburg, Hitoshi Nakazato, Holano Messu, Jun Nakamshi, Kenji Kojima, Keiko Watanabe, Keiko Nelson, Kobatake Isaka, Joseph Fox, Mark Bachel, Masayoshi Ito, Michael Tyson Murphy, Sumio Inoue

NYCoo Gallery

www.nycOO.com

NY Coo Gallery 2009 Open Art Contest

NY Coo Gallery in association with IBERICA USA, Inc., one of the world's leading clinical trial provider, is happy to present the 2009 Open Art Contest. The official creative theme for this year's contest is "Health" or "Sunflower".

The finalist will receive a \$ 500.00 check and a pair of U.S. — Japan roundtrip airline tickets on ANA (All Nippon Airways). There are also NY Coo Award and 2 Special Awards to be given. The winning artworks may be used by IBERICA USA, Inc. in its advertisement as well as in promotional materials. We look forward to your submission of your artwork.

Application Acceptance Period: September 1 - October 15, 2009. Please see more detail at www.nycOO.com



IBERICA



NY Coo Gallery / IBERICA USA, INC. / All Nippon Airways Co., Ltd.

FOOD
DRINK
GROCERY

RESTAURANT REVIEW

SOMANATHAN / KUDVAJ

THE GARDEN CAFÉ AT THE KITANO NEW YORK

JAPANESE CHEF'S HOME STYLE COOKING

DAYA SAUTÉED WITH LEMON, GARLIC, AND SHYR

BY HISOKAZU NOMA: SOLEIL NOODLES

ASIAN PAC

THOM CHALMERS

THE KURAMOTO - VOL. 1

ACHOMA SAKUDO DISTILLER & BREWER CO., LTD.

BEIJING, JAPAN

CLIP-MEN

LETTER TO THE EDITOR

JAPANESE RESTAURANT

OTHER ASIAN RESTAURANT

PROCEDURE & DATA

SORA NOODLE / JAPANESE

Sobakoh

John C. Gies Sr. (deceased) and Gies & Sons, Inc., New York, NY 10003
Tel.: 212-368-2740

Before you walk into **Sobakoh**, make sure to spy the window to the right of the entrance. That's where the master chef rolls out and cuts his noodles using a special soba kit (bushidori flour), which is obtained from milling only the finest part of the soba grain. Called *sanmoku-ho*, this grade of flour creates a soba noodle unlike any you will ever find in packages or even a majority of restaurants, where the darker flour (*junma-ho*) is the norm. The result is a very delicate noodle that will certainly surprise even the most astute soba fans. When properly clipped (*tsuru* and *ito*) with the homemade *tsuyu* (*dipping/sauce*), it's absolutely heavenly. The master chef, *Hiromi Takahashi* will tell you himself – it's the marriage of the soba and *tsuyu* that completes the dish. If you really want to have an authentic experience, have it cold, just like the Japanese enjoy doing during the summer. There are also hot bowls



4980 SCOTT



Pay special attention to the maps and pictures (included) where you are at Sukodito. The maps is homemade using impregnated Japanese ingredients. The special map (usually) called *Mapo-Mapo* and authentic name-words (usually) have of order. Also, to solve some food (usually) are (usually) in our main dish.

3 Best Sellers

- **Kumho Nanban**
Sushi
- **Uni Kusa Soba**
Sushi
- **Early Bird 4-course Dinner Set**
\$12.95 (5:30-7pm)

JAPANESE

Kyo-ya

94 E. 7th St. (bet. 1st Ave. & Avenue A), New York, NY 10003
 TEL: 212-462-4948
 Tue-Sat: 5:30pm-10:30pm Sun: 5:30pm-10:30pm

Kyo-ya, which arrived two years ago to the East Village, is a super-exclusive dining spot many may still not know about, since the only thing out front of this little gem is a small wooden "open" sign. This little haven is all about the best of the best of Japanese delicacies, also featuring kaiseki courses (choice of \$90, \$120, and \$150 course) that you must reserve at least a day in advance, as it requires preparation of special ingredients. Although everything looks fairly minimal and effortless, as great Japanese food often does, preparing these types of cuisine is far from easy and there are probably very few other restaurants in town that approach each little dish with so much meticulousness and sensitivity as Kyo-ya, and it comes through in each sensational bite. According to sous-chef Mr. Masaru Kajihara (right in the photo), "the dashi (stock) is the backbone of Japanese cooking, and we are very proud of ours. I make my sauces so the customers can drink it all, and you can really taste the dashi that way." The pastry chef, Mr. Hajj Ruyuan's (left in the photo) desserts create a perfect ending with some amazing treats like the Heavenly Custard Pudding that does live up to its name.



SNAPPER CHAZURU, COCO TOMATO AND HONKHA ICE CREAM



Kyo-ya's Snapper Chazuru, Coco Tomato and Honkha Ice Cream are some of the most popular dishes at Kyo-ya. Both the chazuru and ice cream use the finest Toyota Tsuru Japan, and the cold soupy Coco Tomato is a refreshing dish with great textures and flavors.

EUROPEAN

The Garden Café of The Kitano New York

401E 38th St., 1st Fl. (bet. 3rd & 4th Ave.), New York, NY 10018
 TEL: 212-410-7177 www.kitano.com
 Mon-Fri: 10am-10pm

A haven of peace hidden in the Kitano Hotel, **The Garden Café** could be the best kept secret in New York. Quiet and intimate, the wide open glass ceiling offers plenty of room under the sun to accompany your culinary experience. The Garden Café graciously combines refined cuisine, impeccable service and an affordable \$21 two-course menu, besides its regular "à la carte." The "Quick Five Meal," served all day, offers a choice of three special appetizers and three special main courses. The chef re-invents his menu every week, diving into the local markets for seasonal flavors and colors. Asian influences are present and play in the savory balance of flavors with Euro American cuisine. On a summer Quick Five Meal menu, you could find an appetizer choice of *Bonvoyage Remate* Salet, dressed with shallots, soy sauce and dark sesame oil. The softness of the dressing complements the texture of the meaty tomato, and fills the palate with exquisite summer freshness. The main course always offers a choice of meat, fish or pasta. Perfect spot for a business lunch or a late meal after a favorite afternoon of shopping, your experience will satisfy both palate and wallet.



QUICK FIVE MEAL



The dining is carefully crafted by Paul Haly. Food & Beverage Manager. The Grilled Fish Chop Dish is served with green bean's quarters, salty black olives, shaved brussels and orange supremes. The lovely dry wine is a small dish besides the culinary refinement at The Garden Café.

3 Best Sellers

- Goma Tofu \$6
- Sashimi of the Day \$17 and up
- Kyo-ya Snapper Chazuru \$20

3 Best Sellers

- Black Angus Burger w/ French Fries \$15
- Salmon & Avocado Charcuterie Plate \$14
- Seared Filet and Tuna \$20

OKRA SAUTÉED WITH LEMON, GARLIC, AND SHOYU

 RECIPE COURTESY OF
HINOGAUY NODA


In this corner, Japanese chefs from restaurants in the Tri-State area share their secret recipes of home-style Japanese dishes with you.

★ ★ ★

When you are suffering from summer lethargy, you need appetizing, nutritious foods. Here, Hinogauy Noda, the executive chef of Saxon Needle, shares his recipe for a refreshing appetizer and prepares dishes completely adhering to macrobiotic concepts and *shoyu*. “In macrobiotics, all ingredients are considered to contain yin and yang energies. In order to stay healthy, you should eat foods that preserve the balance of these energies.” He chooses okra that have maximuming its yang energy to cool down body heat. “Cooking methods that use heat make ingredients more yin, so everything should be cooked quickly in order to retain yang power,” he advises. Boost your energy with this simple but refreshing appetizer.



Source Recipe

136-1 4th St. (bet. 1st & 2nd Ave.), New York, NY 10003
TEL. 212-693-1195

INGREDIENTS (serves two people)

10 pieces okra
2 cloves garlic, chopped
3 slices lemon
1/2 lemon, squeezed
1 tablespoon olive oil
1 tablespoon white wine
8 oz dashi broth
Grated ginger and sesame oil to taste

Dashi broth*
3 cups water
1 piece kombu (soaked)
10 dried shiitake mushrooms
12 oz sake, 12 oz shoyu (soy sauce)
Salt to taste

*You can use store-bought vegetable broth to substitute dashi broth, but it is recommended that you make it from scratch to get its full macrobiotic benefits.

INSTRUCTIONS

1. Cook dashi broth in advance. Add kombu and dried shiitake mushrooms and leave in water for several hours.
2. Take out kombu and shiitake and bring broth to boil.
3. Add sake, shoyu, and salt to season.
4. Let broth cool.
5. Heat olive oil in saucpan over low heat and sauté chopped garlic. (Be careful not to burn it.)
6. Cut okra into halves and add them into pan. Add white wine. (photo A)
7. Add lemon slices and squeeze lemon juice into pan. (photos B and C)
8. Add 8 ounces dashi broth. Cover pan with lid and simmer for about 30 seconds.
9. Uncover pan and check to see if it's done cooking. Once done, add grated ginger or sesame oil to taste.





Japanese Restaurant Guide

120 Reservations: 1-800-451-1212 (only in NJ)

Midtown West

210 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

240 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

470 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

210 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

240 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

470 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

Midtown West

520 W. 42nd St. (bet. 3rd & 4th Ave.)
718.693.6666

PREMIERE JAPANESE BUFFET

MIDTOWN MANHATTAN & EDISON NEW JERSEY

Massive Sushi & Seafood Buffet
More than 180 variety of Food

"America's Top Japanese Buffet Restaurants" by Zagat



Now open in Edison New Jersey
302 Meridian Park, Edison, NJ 08837
TEL: 732-806-2370

Long Access
Manhattan Location
Buffet expands from 32nd to 34th Sts.
6 E. 32nd St. (bet. 5th & Madison Ave.)
TEL: 212-725-1233 / www.ichiumi.com
(Discount parking table available)

ADULT Lunch: \$16.95 (Sat. 17.95) Dinner: \$26.95 (Sat. 27.95)
CHILD Height: 4' 5" & under - 1/2 PRICE
Height: 3' 5" & under - Lunch \$7.95 / Dinner \$8.95

Lunch 11:45am-3pm Dinner 5:30pm-10pm

Large Private Party Welcome!!



Midtown East **Amehana**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Acacia**
111 Ave. D, 3rd Fl. (at Midtown East) 212-693-8811

Midtown East **Chryselle Sushi**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **COOKING-YA**
111 Ave. D, 3rd Fl. (at Midtown East) 212-693-8811

Midtown East **ESU Teriyaki House**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Go Sushi**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Gyu-Kaku**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Kawaba**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Kazu**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Katsuhana**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Katsuhana Park**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Imagiku**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Ito W**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Isahaya Argentina**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Isahaya Ribs**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Karuma Zushi**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Mingo Midtown**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Momochi-Ten**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **MOCO**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Mido-Sushi**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Mixxers**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Nippon**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Ono's**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Restaurant 503**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Rings**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **SAKA-SAKA**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Shibumi**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Shikunishi**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Shocho Bar Hirohisa**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Soba 10110**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Sushi ANN**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Sushi Fuso**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Sushi Zan**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Sushidom**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Takemura**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Toku Sushi**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

Midtown East **Tokyo**
101 W. 42nd St. (at 34th Ave.) 212-693-8811

akion west

101 W. 42nd St. (at 34th Ave.) 212-693-8811

SUSHI & SA CAFFE ALL YOU CAN EAT

ALL YOU CAN DRINK & EAT

ALL YOU CAN EAT

MOCO

101 W. 42nd St. (at 34th Ave.) 212-693-8811

eco sushi trays

101 W. 42nd St. (at 34th Ave.) 212-693-8811

Attention All Beef Lovers!

Try Our Beef Burger & Steak

ALL YOU CAN EAT

101 W. 42nd St. (at 34th Ave.) 212-693-8811

"For Those Who Worship Sushi, Welcome to Your Shrine."

SERVING YOU FOR OVER THREE DECADES...

For Tasting & formal dining

Casual dining for families & parties with friends

MAIDUMAMA

101 W. 42nd St. (at 34th Ave.) 212-693-8811

West Village	Sushi Tsuru
200 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L
West Village	Tanaka Sushi
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L
West Village	YAMA Restaurant
222 Ave. C Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L
West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

West Village	Sushi Tsuru
200 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L
West Village	Tanaka Sushi
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L
West Village	YAMA Restaurant
222 Ave. C Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L
East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

East Village	Wu on West 4
61 Avenue Ave. Ste. 215 & 209 St. 1 718-928-8289	\$20.95 L

WE LOVE HI-CHEW

FRUIT CHEWS

Available at major convenience stores!

HI-CHEW

Juicy and Chewy Ever!

Hi-CHEW has a similar texture to fruit-flavored but is much softer and stickier, with a longer-lasting flavor. Enjoy the same great taste in every chew until it melts in your mouth! A wonderfully delicious treat for everyone!

NEW Flavor!

MELON

www.hi-chew.com

Mortgage America, Inc.

East Village	JEWEL BAKED	
204 W 10th St (bet 9th & 10th Ave)	\$45-55	11-12
718-933-0852		
East Village	Kanako Ramen House	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Kanokids	
101 W 10th St (bet 9th & 10th Ave)	\$10-15	11-12
718-933-0852		
East Village	Kanoko	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Kyo-Ya	
101 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	LAV	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	May Que Pasa's & Molokai	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Maya's Place South	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Maruko Tea	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	MINCA	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Nishi Maki	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Noshiba Cafe Zee	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Nori	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Oni Teatime	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Oshaka	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Rai Rai Bar	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Sake Bar Diner	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Sake Bar Sake	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Sapporo Inn	
110 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		

East Village	Satoyama (St. Marks Pl.)	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Satoyama-E.R. Sake	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Shake Tatsu	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Shokub	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	SOGA	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Souma Noodle	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Sweet Potatoes	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Sushi Arigato	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Sushi Lounge	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Takematsu	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Taniguchi	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Typhoon	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Uchiwa	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		
East Village	Uchiwa	
301 W 10th St (bet 9th & 10th Ave)	\$15-17	11-12
718-933-0852		

For over 33 years, serving the freshest fish and authentic Japanese cuisine at reasonable prices by eliminating the middleman.

Seafood Atlantic Import / Export Business
Third Generation in Bronx Fish Market
Japanese Grocery Store in Port Washington (Spring Sound)
Sea Urchin Company
Fish Wholesaler

400 East Ave. (bet 34th & 35th St)
NY 10011
212-311-1517
www.takesushi.com
Lunch: Mon - Fri 11am - 2pm
Dinner: Mon - Fri 5:30pm - 11pm

創業 竹寿司
Takesushi
The Japanese Restaurant

A THEATRICAL DINING EXPERIENCE

Hibachi
Lunch & Dinner
starting at \$19.75

- ★ Full bar service
- ★ VIP room
- ★ Special requests and plans are available for party of 25 & more

Please call for details.

OHANA
OHANA JAPANESE SEAFOOD & STEAK HOUSE
300 CITY ISLAND AVE., BROOKLYN 11238
TEL: 718-553-0700
ohana-ny.com
www.ohana-ny.com
Sun 3-11pm, Mon-Thru 12-11pm
Fri 3-11pm, Sat 3-11pm
No sushi served on Mon & Tue

10% OFF
with this coupon
Exclusive offer for Chopticks NY readers (applicable to food order only)
*Not valid on weekends

East Village	Village No. 1
10 Avenue C, 2nd fl. (bet 1st & 2nd Ave.) 718-999-0000	\$20-25
East Village	Yokohama West
210 Ave. C (bet 2nd & 3rd Ave.) 718-242-0000	\$20-25
East Village	Yokohama Tokyo
310 Ave. C (bet 2nd & 3rd Ave.) 718-242-0000	\$20-25
East Village	Yokohama Sushi
210 Ave. C (bet 2nd & 3rd Ave.) 718-242-0000	\$20-25

Lower Manhattan

Lower Midtown	Ancho Sushi
411 Greenwich St. (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Cafe 42
410 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	EN Japanese Restaurant
410 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Greenwich East
410 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Muska's Place
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Joe's Diner
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Kanji
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Kitchen Club
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Messagen
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	MILO
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Motus
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	NOLA
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	NOLA
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	NOLA NEXT DOOR
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Omni
310 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Sakura's on Clinton

High quality authentic Japanese cuisine. Japanese food, Japanese atmosphere, Japanese service. Japanese food, Japanese atmosphere, Japanese service. Japanese food, Japanese atmosphere, Japanese service.

210 Ave. C (bet Broadway & Canal)
212-242-0000

Lower Midtown	Curry House Shabu
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Scampi
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Scampi Restaurant
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Soy
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Sushi
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Takahashi Teriyaki
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Tokyo Bar
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Tokyo Lunch
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Tokyo Restaurant
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Tokyo
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Tokyo
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Lower Midtown	Tokyo
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Lower Midtown	Tokyo
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Brooklyn

Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25
Brooklyn	Japan House
210 Ave. C (bet Broadway & Canal) 212-242-0000	\$20-25

Avenue A Asian World

Try fresh sushi & delicious Thai food under one roof!

→ Party & enjoy Avenue A. Sochi
→ Cook & relax! Mini Thai Cafe

LIVE BY ON P.B. & GET LARGE PARTY WELCOME

Sushi Lunch 50% OFF
(12pm-4pm, 7 days, \$100+ order)

Bring this AD and get 15% OFF
(dinner only)

105-105 Avenue A, East Village, N.Y. 10013
212-982-1000 | 212-533-2900

吉川ラーメン TERAOKA RAMEN

BASED ON KUMAMOTO, JAPAN
TONKOTSU (pork based) RAMEN

105-105 Avenue A, East Village, N.Y. 10013
212-982-1000 | 212-533-2900

SHIROKAWA HARATA CLASSIC

SHIROKAWA HARATA CLASSIC

105-105 Avenue A, East Village, N.Y. 10013
212-982-1000 | 212-533-2900

New Jersey **Masa Sushi & Co.**
1711 Highway 101 Atlantic City 609-426-6611
\$100-150

New Jersey **Mitsubishi**
4300 Route 130, Suite 100 908-461-1100
\$100-150

New Jersey **Wanderer Sushi**
10000 Route 100, Suite 100 908-461-1100
\$100-150

New Jersey **Prime Time Tacos**
10000 Route 100, Suite 100 908-461-1100
\$100-150

New Jersey **Santitas (Mexican)**
10000 Route 100, Suite 100 908-461-1100
\$100-150

New Jersey **Santitas (Mexican)**
10000 Route 100, Suite 100 908-461-1100
\$100-150

New Jersey **Shiro**
10000 Route 100, Suite 100 908-461-1100
\$100-150

New Jersey **Sugi**
10000 Route 100, Suite 100 908-461-1100
\$100-150

New Jersey **Tony's Cuisine**
10000 Route 100, Suite 100 908-461-1100
\$100-150

CAFE

Upper Merion **Best of Pupils Upper W.**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Chau's Factory**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Cafe Zing's Malware W.**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Minerato Kichiku**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Cafe Zing's Malware W.**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Wendy's Cafe**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Board Pupils W. Village**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Cafe Zing's Malware W.**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Chau's Factory**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Chau's Factory**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Chau's Factory**
10000 Route 100, Suite 100 908-461-1100
\$100-150

KARAOKE

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

~トビこずか~
~WA DOKO DESU KA.

Donburi is a convenient place when eating. Available 24 hours. For more information, see the listing on page 100. For more information, see the listing on page 100.

bozu
296 Grand St.
Brooklyn NY 11211
718.384.7770
www.bozud.com

Open 12:00 Mon thru Thurs, Sun
Open 10:00 Fri & Sat

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

Upper Merion **Karaoke**
10000 Route 100, Suite 100 908-461-1100
\$100-150

New!
Healthy Salad Donburi
(over mixed grains rice)

Also try other healthy salad dishes

CATERING IS AVAILABLE

Oms b
116 E 4th St. Suite 2nd Floor
Tel: 212 922 9756
www.omsb.com

Summertime Campaign
EARLY BIRD
4:30PM - 7PM (7 DAYS)
All Alcoholic Beverages
50% OFF!!
All Appetizers & Rolls under \$18
\$2 OFF!!

SUSHI ARIYOSHI
870 Broadway Suite 100 & 101
Tel: 212 966-1104 **OPEN 7 DAYS**

11 Ways 4 Days Special
4:30pm - 11:00pm Mon-Fri, 4:30pm - 11:00pm Sat & Sun

2009 JAPANESE FOOD AND RESTAURANT SHOW



SKILL

The Pursuit of Ingenuity "Perfection In Specialty Cuisine"

DATE: September 26th, 2009
Saturday 10 a.m.-5 p.m.

PLACE: Metropolitan Pavillion
125 West 18th St. NYC 10011

REGISTER at www.nymtc.com for FREE!

Special Japanese cuisine such as Ramen, Yakitori, and Soba have been getting very popular in New York as of late. This year we are focusing on these Japanese specialty cuisines at our seminars and kitchen demonstrations.

Inside the show we will have approximately 30 food vendors and 20 sake vendors. We have been planning to suggest some new items, and potentially announcing discounted pricing, to help businesses under these current economic times.

The Japanese Culinary Center features a variety of high end knives such as Sukiji Masamoto and Nenohi (NENOX) as well as other kitchen utensils and ceramic ware, all with special prices valid on the date of the show only.

We hope to see you all at the show.

The Schedule of Kitchen Demonstrations & Seminars

• Kitchen Demonstrations

11:00 a.m. - 11:45 a.m. Ramen
12:15 p.m. - 1:00 p.m. Nabe (Japanese Hot Pots)
1:30 p.m. - 2:15 p.m. Restaurant Management
2:45 p.m. - 3:30 p.m. Soba
4:00 p.m. - 4:45 p.m. Wabacha (Japanese Knife)

• Sake Seminars

12:00 p.m. - 1:00 p.m. Sake 101
1:30 p.m. - 2:30 p.m. How to sell sake at restaurant?
3:00 p.m. - 4:00 p.m. Trend sake in Japan

• Japanese Culinary Center Seminar

How to maintenance & sharpening Japanese knives?

*Open to retailers, restaurants and food service professionals

Sponsored by **Japanese Ministry of Agriculture, Forestry and Fisheries**

Organized by **Tokyo Kyodo Boeki Co. Ltd.**

Produced by **New York Mutual Trading, Inc.**

This event sponsored in part by the Japanese Ministry of Agriculture, Forestry and Fisheries, under their 2009 Overseas Export Advancement of Agricultural and Fisheries Products Program.

Standard Thai Fare With a Colorful Flair

Thai Chai-Yo in Chelsea is likely the only restaurant in the city converted from a lean dormer that still partially remains next door. This was an innovation from owners Parkpoom Wattanasuparp and Pait Chansinsakul ("Pink and Black") who operate five other Thai restaurants throughout midtown, each with its own specialty. Park hails from southern Thailand and grew up as a fisherman. As a result, many of the restaurant's specials are seafood and nothing but the freshest ingredients are delivered daily.

The food is authentically Thai, but also incorporates fusion with dishes influenced by Asian neighbors such as China, India and Malaysia. For example, the **Gulfed Pork Chop (\$8.95)** is marinated with lemongrass, an ingredient common to both Thailand and Vietnam. It is

served with traditional Thai papaya salad and sticky rice. Other stellar offerings include **Mango Fish (\$14.95)** which is fried tilapia served with mango salad and a **Black Thai appetizer (\$5.95)** where Mexican tortilla wrap is an interesting twist. Thai Chai-Yo also cooks up a memorable version of the standard **Plat Thai (\$8.95)**.

For those watching their pennies, there is a \$7.95 lunch special that allows you to choose from 19 entrees and comes with soup or salad and a complimentary appetizer. You also can't beat Happy Hour from 4-7 pm when beer, wine and sake are all half off. Especially popular is the **Italy Sapporo (\$7 or \$3.50 at Happy Hour)**, a raspberry flavored sake cocktail. Next time you are craving Thai food, make sure to check out Thai Chai-Yo's mouthwatering menu!



A sampling of Thai Chai-Yo's delicious offerings. Their authentic taste cannot be beat! Whether you prefer duck, fish, pork or vegetarian just find there is something for everyone.



Thai Chai-Yo
233 8th Ave
(bet 26th & 29th Sts.)
New York, NY 10011
TEL: 212-498-8170
212-717-1313
Mon-Sun 11:30am-11pm

Please Visit Our Website!
Updated Daily!

CHOPSTICKS NY

www.chopsticksny.com

Pongri
EST. 1974

THE MOST AUTHENTIC THAI RESTAURANT

OPEN 7 DAYS 11:30am-11:30pm

Recommended by:
THEATRE WEEK

NEW YORK TIMES

ZAGAT

Est. 1974
Traditional Thai Cuisine



Three Convenient Locations

Chelsea
100 B'way St. (corner of 34th St.)
212-349-3132

Chelsea
MSW 23rd St. (bet 5th & 7th Ave.)
212-643-8828

Theater District
244 W. 45th St.
(bet 5th Ave & Broadway)
212-582-3392

BEST THAI FOOD IN TOWN

THAI CHAI - YO

233 8th Avenue
bet 34-35th St
212-498-2176
212-498-2171
212-498-2172
www.thaichaiyo.com

AURA

443 8th Avenue
bet 32-34th St
212-671-4238
212-671-4271
212-671-4252
www.aurainyc.com

THAI SELECT

470 8th Avenue
bet 34-35th St
212-688-6888
212-688-6888
212-688-6846
www.thaiselectnyc.com

ACELUCK

233 8th Avenue
bet 34-35th St
212-344-7881
212-344-7884
212-344-4148
www.acelucknyc.com

Q2

244 8th Avenue
bet 32-34th St
212-344-7881
212-344-7884
212-344-4148
www.q2nyc.com

HENG HENG

242 8th Avenue
bet 31-32nd St
212-365-1944
212-765-7945
212-765-7944
www.henghengnyc.com

Drop in & Take 20%

20%

The Thai Select Group invites you to indulge in authentic Thai cuisine that's authentically Thai. Add premium flavors and spices to our exciting Thai dishes by enjoying your meal at one of our 10 colorful locations. You'll be eating like a king. (Some restrictions apply. See website for details.)

Please see website for all locations, large party rates available.

[illegible][illegible][illegible]

Rank	Bar	Address	Phone	Hours
1	Bar 1	123 Main St., Suite 100	(555) 123-4567	Mon-Sat 11a-11p Sun 12p-10p
2	Bar 2	456 Oak Ave., 2nd Fl.	(555) 234-5678	Mon-Sat 10p-2a Sun 12p-11p
3	Bar 3	789 Pine St., 1st Fl.	(555) 345-6789	Mon-Sat 11p-3a Sun 12p-12a
4	Bar 4	101 Elm St., 3rd Fl.	(555) 456-7890	Mon-Sat 12p-12a Sun 12p-11p
5	Bar 5	202 Maple St., 1st Fl.	(555) 567-8901	Mon-Sat 11p-2a Sun 12p-11p
6	Bar 6	303 Cedar St., 2nd Fl.	(555) 678-9012	Mon-Sat 10p-1a Sun 12p-10p
7	Bar 7	404 Birch St., 1st Fl.	(555) 789-0123	Mon-Sat 11p-3a Sun 12p-12a
8	Bar 8	505 Walnut St., 3rd Fl.	(555) 890-1234	Mon-Sat 12p-12a Sun 12p-11p
9	Bar 9	606 Cherry St., 1st Fl.	(555) 901-2345	Mon-Sat 11p-2a Sun 12p-11p
10	Bar 10	707 Peach St., 2nd Fl.	(555) 012-3456	Mon-Sat 10p-1a Sun 12p-10p

Answer our Monthly survey and receive REN'S UPCOMING NEW CD ALBUM (5)

(Enter before September 18th)

In order to improve our content, Chopsticks NY™ would like to get as much feedback from readers as possible. Please tell us what you think about Chopsticks NY™ by answering the following questions.

PRIZE OF THE MONTH

REN's Upcoming New CD Album
(on sale September 25th)

REN is a Japanese pop singer who specializes in J-Pop. He has performed at the New York Asian Festival. His month 5 study Chopsticks NY readers will receive his new album which includes songs such as My Ship, Master Chorus, Tragic Sea and Dream. Download our website chopsticksny.com for details of the CD.



Q1 Please tell us the title of the article that you find interesting the most and why.

Title _____

Why I liked it _____

Q2 Please tell us which information in Chopsticks NY™ you have found useful and actually took advantage of (Please specify the name of the service you used).

(e.g. I went to Chopsticks Restaurant and ate the Special Ramen featured in the article.)

Q3 What kind of topics would you like us to feature in Chopsticks NY™ in the future?

Q4 In total, how much do you usually spend on your holiday gift shopping in your household?

- ☐ Under \$100 ☐ Under \$500 ☐ Under \$1,000
☐ Under \$5,000 ☐ Under \$10,000 ☐ Over \$10,000

Q5 What is the favorite Japanese item that you have received or used in the past?

Please share your personal information with us.

Name _____

Age:

- a. 24 & below b. 25-34 c. 35-44
d. 45-54 e. 55-64 f. 65 & over

Gender a. Male b. Female

Occupation (optional) _____

Ethnic background (optional)

- ☐ Asian ☐ Japanese ☐ Africa/American/Black
☐ Hispanic ☐ Multiracial ☐ Caucasian ☐ Other

Email address: _____

THREE WAYS TO ANSWER THE SURVEY

- ① Go to Chopsticks NY™ website (www.chopsticksny.com) and complete it online.
- ② Fill out this form and fax it to "Chopsticks NY Monthly Survey" at 212-431-9960
- ③ Write out your answers and email them to survey@chopsticksny.com

CHOPSTICKS NY

THE KURQIMOTO VOL. 1

SOPHISTICATED ESSENTIALS OF SHOCHU MAKING

KYOKA SHUCHI DISTILLER & BREWER CO., LTD.



Behind separate dishes there are always high quality ingredients, sophisticated cooking methods and the craftsmanship of chefs, and the same can be said for premium shochu. Kyoka Shuchi Distiller & Brewer Co., Ltd. has them all. Their home ground, Mito, runs its in Miyazaki Prefecture, has an abundance of nature's blessings and provides an ideal climate to grow sweet potatoes and rice as well as supply top-quality water necessary for brewing and distilling shochu. In addition, with over 130 years of distillery practice they know exactly how to com-

monstrate with nature, handle the equipment they have traditionally used and produce the best way possible. In particular, the egg-shaped earthenware casks handed down in the kuramoto enable a natural convection in the brewing process, which affects shochu flavor.

This micro-distillery has produced numerous award-winning shochu and among them are three brands available in the U.S. *Koppo no Saso Mito* is a light and smooth sweet potato shochu with refreshing

citrus flavor, which goes well with white meat dishes. *Ameshochu* is also a sweet potato shochu, but it boasts a rich, complex flavor that complements full-bodied dishes of red meat or fatty meat. *Mito no Goto* is a liqueur made of sweet potato shochu blended with a locally grown citrus, "lebes," and it has an amazing freshness. Although they share the same ingredients, each shochu shows unique features. You would be amazed with Kyoka's techniques of creating such diverse flavors out of the same ingredients.

"In order to consistently create tasty shochu, I believe it is important to have the courage and passion to attempt new flavors while respecting tradition," says Mr. Shinichiro Watanabe, president of Kyoka Shuchi. 15 years ago, they established Jign Company to grow the ingredients organically by themselves, where they can control every single step of shochu-making to provide high quality and safe products and ultimately contribute to a sustainable society. All the staff members at Kyoka are proud of producing such top-quality shochu.



Kyoka Shuchi Distiller & Brewer Co., Ltd.

2-2-2 Akasaka, Miyazaki, Miyazaki (981-0071)

TEL. 0987-22-8080

info@kyokashuchi.co.jp

www.kyokashuchi.co.jp

THREE THINGS YOU SHOULD KNOW ABOUT KYOKA

Kyokashuchi is traditional from long history regions, uses traditional and can reach its quality to the position of the northernmost cities and today and comfortable climate and the quality of ingredients. But this enables natural and clear ingredients without further refined feeling. It was producer company comes to its history for long.



Pressing sweet potatoes and family shochu" is Kyoka's mission to accomplish this they established as to have agricultural company and started growing the Miyazaki (Miyazaki) variety of sweet potatoes that they use for their shochu. This is a natural response to the shochu industry standard while continuing to use natural ingredients.



Kyoka's shochu is widely enjoyed in the U.S., Europe, and Asian countries. Many of them are highly acclaimed and receive awards in various international seminars. For example, at the 2010 U.S. National Shochu Competition, the sponsored local and state level, all of the seven awards from Kyoka Shuchi got awarded within the Grand Gold Medal or Gold Medal.





A Shochu Moment with Kyoya

• Miyazaki's Oldest Shochu Distillery •
Vol.23 Kyoya no Sasei-mizu

2009
WINE & SPIRITS
AWARDS
BEST SAKÉ
JAPAN

Shochu mizu, from sweet potatoes is characterized by a wonderful variety of flavor and aroma. Try combining shochu as you would with wine according to its appearance, bouquet, taste and character. The alcohol content of shochu is generally low at around 20 to 25%, and it allows the flavors of each ingredient to come alive. When you pour it into a wine glass, the aroma of tobacco and orange peel fills the senses, and as you take a small sip, the pleasant sweetness of sweet potatoes spreads in your mouth, followed by a mellow aftertaste. The single pot-distillation process used in shochu production also preserves the natural flavor of the ingredients. Enjoy the originality that comes with each shochu brand.

Mayako Makiwara

Information

Event where Kyoya no Sake shop can be visited: JFC Sake Expo 2009
Date: Thursday, September 3, 2009
Time: 12:00 PM - 5:00 PM
Place: New York Hotel 481 Eighth Avenue New York, NY 10001
This is a business-to-business event. For inquiries and applications please refer to <http://www.jfc.com/sakeexpo/>

Distributed by JFC International, Inc. TEL 408-8888



DRINK SAKÉ NOT BOMBS

Fine Sake Should Be Remembered

www.sakeexpo.com

Quench your thirst and rejuvenate your mind



after long day of work
Otake James Sake



for after dinner
Kumuhiko Sake



with dinner and
Takayama James Sake

A chance to try
these brands
at Sake Expo 2009!
(Inviting only)

Register today
www.jfc.com/sakeexpo

JFC INTERNATIONAL, INC.

30 Varick Ave., Brooklyn, NY 11237
TEL 312-550-6666 www.jfc.com

LIVEN UP YOUR DINNER ROUTINE WITH KAGURA NO MAI

East Village has long been a sanctuary to all sorts of up-and-coming things, and Umami-o, a hidden-shack bar, is one of them. It probably has more variety of shochu than any other place in New York with over 60 different varieties. One of them

is Kagura No Mai, an unwinning sake (black-wheat) based shochu, from co-owner Ms. Mike Oishi, says, it's a great shochu that can add excitement to your dinner table.

What is your philosophy here?

The main thing for me is not to waste anything, and to prepare food in a way that respects our natural resources. We also use mostly organic ingredients. The idea is to be a laid-back, casual dining/drinking spot that has good, healthy food and drinks. Shochu is the best fit for a place like this because it's what Japanese people drink at home.

What was the reason you chose Kagura no Mai for your list?

It's simply because I really liked the drinky taste of it, and it surprised me because the other soba-based shochu I had until then had a much heavier/soba flavor. That one was different. It's a very nice drink for both beginners and non-begin-

ners, but beginners especially, because it's such an easy drink. It's so smooth, it's clean, and so fruity, it appeals to women. On the other hand, it's a very solid drink that has a great taste and goes with pretty much anything, so it's like a great table wine.

How would you pair Kagura no Mai?

Since Kagura no Mai is a very versatile shochu, you really won't have a hard time pairing it. The taste is subtle enough that it goes with vegetable dishes and seafood, but also full enough that it goes with rich meat dishes, too. I think miso would go very well with it, as well as something like Shabu Shabu Salad. For the hot summer season, something like Stir-fried Ginger Pork over Onion Salad, and Resonance with Enoki mushrooms are a great match because the combination really awakes your appetite.

Do you get many non-Japanese customers who want to try shochu?

Oh yes. In the beginning most of our customers were Japanese, but these days I think we have about an equal ratio. And even though sake is a more popular drink here in America in general, compared to shochu, that ratio is different here. I would say most customers order shochu here, regardless of where they are from. In fact, many

of our non-Japanese customers have a shochu bottle in their home. I have had a number of customers who tried shochu for the first time here, who have not gone back to sake, especially with the potato-based shochu.

Why do you think that is?

I think they actually found drinking shochu more beneficial in some ways. It's hard to know what's so good about shochu in just one try, but shochu is known for its health benefits. It's known for not causing hangovers and not staying in your system for long. Also, it's much more economical, you can enjoy drinking it in many ways and it has low calories. And the sheer variety of it makes it very interesting. I am hoping more and more people will realize this here in America.

SHOCHU TIPS

There are three different theories on how shochu historically came to be in Japan. First theory is the Chinese, Korea, South East Asia, and finally to Okinawa, route in the 14th century. Second is that it was brought to Japan by monks around 14th-15th century. The third is that it was among some products that arrived from the Korean Peninsula around the same time. However it got to Japan, the process of making shochu soon came to be widespread in Okinawa. Then to other regions where shochu started taking on its uniquely Japanese characteristics.



Kumamoto

Sweet potato shochu with a mild and brilliant taste. Ahi's clean finish.
Sweet Potato Shochu 20% Alc./Vol.



Kagura no Mai

Black Wheat Shochu, known as the Japanese myth and legend. Piping the malt and refined taste of black wheat.
Black Wheat Shochu 20% Alc./Vol.



Yamato

Smooth and light. The best and lightest tasting shochu from Kagurama production.
Light Shochu 20% Alc./Vol.



Kagurama no Mai's fruitfulness awakes the strong taste of Stir-fried Ginger Pork With Onion Salad, leaving a far palate refreshed for the next more subtle taste of Broccoli and Enoki Mushrooms.

Umami-o

85 E. 3rd St. (bet. 1st & 2nd Sts.) New York, NY 10003
TEL: 646 544-1121 / www.umamio.com

SANTITY

Produce of Italy, Imported by

Imported by Santity International Corp. New York, NY 10028
Distributed by Holmsted Trading Co. LLC

HOKKAIDO GOURMET FOOD FAIR 9/17 Thurs. • 9/20 Sun.



Each booth will offer unique Hokkaido tastes & live demonstrations by chefs from Japan!

Mitsuwa
MARKETPLACE

595 River Road
Edgewater, NJ 07030
201-941-9113
mjs@mitsuwa.com

Supermarket
9:30AM-9:00PM
Food Court
11:00AM - 8:00PM

Open 365 days a year
www.mitsuwa.com/english/
25 Specialty Stores at the Shopping Center
Hours vary; please check the website above

CREAM PUFF

- Cream Puff 1P
- Cream Puff 6P

ROLL CAKE

- Plain
- Matcha
- Chocolate

MUSHI CAKE

- Cheese
- Chocolate Flakes
- Enriched Sugar
- Pudding

CREPE STICK

- Chocolate
- Strawberry
- Banana Caramel
- Mango

NOW ON SALE

Happy Clover MADE IN JAPAN

Daiichi NIPPON TRADING Co., Ltd.

Happy Clover



Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and sake.

For a complete list of stores, visit www.chopsticksnyc.com

GROCERY

AKI-MITSU & SONS
200 Broadway (at 14th St.)
212-685-4800

Asahi Market
101 W 4th St. (at 10th St.)
212-685-7888

Katsugi & Co., Inc.
201 W 4th St. (at 10th St.)
212-685-7888

Yagata
201 W 4th St. (at 10th St.)
212-685-7888

Hiroshi & Co.
201 W 4th St. (at 10th St.)
212-685-7888

Worship
201 W 4th St. (at 10th St.)
212-685-7888

Japan Premium Beef
201 W 4th St. (at 10th St.)
212-685-7888

J&S Meat
201 W 4th St. (at 10th St.)
212-685-7888

KAME, Kikaku
201 W 4th St. (at 10th St.)
212-685-7888

Santa's Meat Market
201 W 4th St. (at 10th St.)
212-685-7888

First River Meat
201 W 4th St. (at 10th St.)
212-685-7888

Seaside Meat Market
201 W 4th St. (at 10th St.)
212-685-7888

Family Market
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Northeast Blvd
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Northeast Blvd
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Union St
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Williams Park
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Woodside
201 W 4th St. (at 10th St.)
212-685-7888

Sakura-ya
201 W 4th St. (at 10th St.)
212-685-7888

H Mart East Neck
201 W 4th St. (at 10th St.)
212-685-7888

Kondou Japan Products
201 W 4th St. (at 10th St.)
212-685-7888

Mura Japanese Foods
201 W 4th St. (at 10th St.)
212-685-7888

Shin Nippon Co.
201 W 4th St. (at 10th St.)
212-685-7888

BRDO
201 W 4th St. (at 10th St.)
212-685-7888

BS Groceries
201 W 4th St. (at 10th St.)
212-685-7888

Fuji Mart Scarsdale
201 W 4th St. (at 10th St.)
212-685-7888

Kim Sun Foods
201 W 4th St. (at 10th St.)
212-685-7888

MEIJA Market
201 W 4th St. (at 10th St.)
212-685-7888

Doshima
201 W 4th St. (at 10th St.)
212-685-7888

Asian Market
201 W 4th St. (at 10th St.)
212-685-7888

Fuji Mart
201 W 4th St. (at 10th St.)
212-685-7888

J-Mart
201 W 4th St. (at 10th St.)
212-685-7888

Family Market NJ
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Cherry Hill
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Edison
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Englewood
201 W 4th St. (at 10th St.)
212-685-7888

H Mart Little Ferry
201 W 4th St. (at 10th St.)
212-685-7888

Mister Wright
Fine Wine, Spirits & Sake
Come and see our large sake and shochu selection from entry level to premium.

Sake Week 2009!

FREE TASTING

September 9, 10, 11 (5pm-8pm) & 12th (4pm-7pm)
Come and taste different kinds of Sake each day

10% OFF

Case discount & Free local delivery
(shortest staff wine, port & sake)

Mister Wright Fine Wine & Spirits

212-722-1564

101 W 4th St. (at 10th St.)

JOIN our Japanese Community online

Ask questions
Share your thoughts



Post today!
www.chopsticksnyc.com/forum

H Best (Ridgewood)		Address
80 34th Ave. & 64th St., LIC 20	20-34 80th	Japanese
Honey-Muscatels		
100-10 67th Ave., LIC 20	20-10 100th	Japanese
Ridgewood Japanese		
30 36th St., LIC 20	20-36 30th	Japanese
Katayama		
514 MacDougal Ave. (near 9th St.)	9-51 4th	Japanese
Matsui		
30 10th Ave., LIC 20	20-10 30th	Japanese
Yokoyama Japanese Store		
100 24th St., LIC 20	20-100 24th	Japanese
SAKE		
Garthwaite Winery & Liquors		
20 17th Avenue, LIC 20	20-17 20th	Italian, American
Honey's Wine		
210 Columbia St., LIC 20	20-210 2nd	Italian, American
Garnet Wine		
40 Lexington Ave., LIC 20	20-40 Lexington	Italian, American
East Coast		
102 3d St., LIC 20	20-102 3rd	Italian, American
Ambascador Wine		
100 3rd Ave., LIC 20	20-100 3rd	Italian, American
Lombard wine		
10 10th Ave., LIC 20	20-10 10th	Italian, American
Union SQ Wine		
100 5th Ave., LIC 20	20-100 5th	Italian, American
LEBO WINES		
300 Lexington St., LIC 20	20-300 Lexington	Italian
Autos Wine		
100 Lexington St., LIC 20	20-100 Lexington	Italian, American
RAK Import		
100 3d Ave., LIC 20	20-100 3rd	Italian, American
Sakage		
100 7th Ave., LIC 20	20-100 7th	Italian
Weekend Wine		
100 3rd Ave., LIC 20	20-100 3rd	Italian, American
East Village Wine		
100 3rd Ave., LIC 20	20-100 3rd	Italian, American
Graystone Wine		
100 3rd Ave., LIC 20	20-100 3rd	Italian, American
New York Wine Co.		
100 3rd Ave., LIC 20	20-100 3rd	Italian, American
September Wine L.S.		
100 3rd Ave., LIC 20	20-100 3rd	Italian, American

[illegible]

Format Ad from
\$84 per month
Please contact us
for detail.

CHOPSTICKS NY
TEL. 212-431-9870 (Fax 1 82 or 1 80)



SUNRISE MART

ONE-STOP SHOP FOR EVERYTHING JAPANESE

This Month's Featured Items

Popular Japanese cosmetics are now available
exclusively at the Astor Place Store

Dr. C&Labo



Alex Cosmetics



Arson

Astor Place Store
4 Stevenson St. 2nd Fl.
(bet. E. 99th St. & 3rd Ave.)
212-635-2640
Sun-Thurs: 10am-11pm
Fri & Sat: 10am-12am



Soho Store
494 Broome St.
(bet. W. Broadway & Wooster)
212-219-0033
Sun-Sat: 10am-10pm



BUYING JAPAN: INCREDIBLE AND UNKNOWN PRODUCTS - VOL. 17 -

CUP MEN

BY WORI NAKAWISHI



You feel this isn't a scratch and sniff packet - the smell of opening the package really takes me back to childhood. Three minutes later, this meal will be ready.



And three minutes later this moment, this meal will be finished. Now can you read Cup Men when it looks so good? Be smart and make sure though - eating too much of anything is not good for you.

In New York City, it never stops feeling like we live in a gourmet world. Every type of cuisine is available, everyone you know seems to watch Top Chef, and high-end grocery stores always seem to be packed with customers - food awareness, vocabulary and palate has developed exponentially. But amidst all of this progress, it's hard not to savor in the occasional guilty pleasure, whether it's a frozen dinner, boxed mac & cheese, or can of soup. But what has defined fast food at home or "on the go" for me has always been instant ramen known as **Cup Men** in Japan.

For years a staple of many college diets, instant noodles were an annoyance when they were invented in 1958. While the idea of frying noodles to extend their lifespan already existed, Momofuku Ando, a Taiwanese immigrant and inventor who moved to Japan in the 1940's, perfected the modern flash-frying process. The first product sold by his company, Nissin, was known as Chicken Ramen and was sold in plastic packaging that many brands of instant noodles still use today.

But when Ando released Cup Noodles (also known as Cup O Noodles in the west) onto the market in 1971, he accomplished something extraordinary. By adding a simple foam cup, he not only created sturdy portable packaging for his noodles, but also a functional bowl that bypassed the need for extra paper cups or other makeshift eating bowls. And the rest is history - few people haven't experienced how easy it is to just add boiling water to the cup, cover, and wait for three minutes.

Over the years, Cup Men have evolved - the technology has also spawned instant foods ranging from instant yakisoba, udon and even pasta. It's incredible to consider that yakisoba, which are stir-fried noodles, can be made just by adding boiling water. Even ingredients like cabbage come out seemingly fresh. The most recent and awesome trend is the "healthy Cup Men", which is geared to the weight-conscious - Nissin's new 100 calorie version was released this year. And if there's a market for a particular flavor, you can be sure that Cup Men will attempt to fulfill it. Since its inception there have

been thousands

just take a look at the worldwide popularity of Cup Men. From Germany to Indonesia, Mexico and the United Kingdom, millions of Cup Men are sold every year. Nations can also change from country to country - ramen is India, bacon in Israel - which showcases how Cup Men can adjust to all tastes. Ultimately however, it is in Japan where Cup Men is the most revered. In a 2005 national poll, it was even deemed the most important Japanese invention (with Karaoke a close second of course).

And with all of the fancy food we eat these days, how does it still stack up? No surprise here - it's still as good as I remember it to be. There goes my diet - see you in 2008.

The best thing about Cup Men is that it's everywhere. You can be tempted at your local grocery corner store, or check out your local Asian grocery to find some flavors you may not typically see at a supermarket!

LIFESTYLE

ASK THE BEAUTY GURU

GIOVANNI CAMPANARO & SACHEKO NISHIOKA
AT GIOVANNI & SACCHI HAIR SALON

FOCUS

SCHOOL: STEPPING UP TO AIKIDO—A MARTIAL ART WITHOUT THE FIGHT

JAPANESE BOOK RANKING

JAPANESE LESSON

DIRECTION - PART 1

LISTINGS

BEAUTY
HEALTH
SCHOOL



Q&A THE BEAUTY GURU —VOL.20—

A FRESH APPROACH TO BEAUTY

— GIOVANNI-SACCHI HAIR SALON

Giovanni Campanaro and Sachiko (Sachii) Nishikata's salon offers Upper East Side, high-quality services with the funk of the '90s and the style of Downtown.

What is your signature service?

Giovanni: For me, it's hair color. I like to do hair color and cutting, which make women look younger, snooty and more sophisticated. Some stylists always do the same haircut over and over again because it's what they think hair should look like, but it's kind of old-fashioned. And sometimes the stylists in Japanese hair salons use a "formula" and cut hair without looking at people's faces or considering what brings out the customer's natural features. At our salon, we want to do something softer and easier, with shaggy hair instead of dull hair. Also, we want the customer to shine and look really pretty when they leave.

Sachiko: I do a dry cut. When you cut the hair wet, it is not in its natural form. You don't normally wear your hair "wet." But when you do a dry cut, it's already in its natural shape. Also, I can get a better image of what will look good on the customer by doing a dry cut. At first, we take off some of the length with a wet cut, but after that, I do a dry cut.

Please tell us about the different hair attributes between Japanese and Americans.

Sachiko: Asians have a lot more hair and it's stiff. You must thin out their hair. On the other hand, Americans have soft and fine hair and if you thin out their hair, then it doesn't properly take shape. That's why we cut their hair as a chunk and don't make layers, and it looks a lot more beautiful on them. Blow-drying American hair is a lot harder and more time-consuming though because the hair tends to be more flat. On the other hand, cutting Asian hair is more difficult but blow-drying is easier (because there is more hair and more volume).

What are some new trends or new requests from your customers?

Sachiko: We are getting more color requests. People

who want to cover their gray hair will just get one color. But people who want a little change or want to brighten up their appearance will get highlights in addition to regular coloring. Bobs are a popular style. Clients want "heavy" bobs with bangs. Most people don't care as much about trends in America but Japanese people seem to be more sensitive to trends.

Do you have any suggestions for our readers?

Giovanni: The best haircut for the summertime is to get a hairstyle with less volume and a little bit of sun highlights, no matter if your hair is short or long. If you have dark hair, I would suggest light brown highlights. If you have light brown hair, I would suggest dark blonde highlights. If you want to be bolder, then color your hair lighter with some even lighter highlights around the face to give a soft look, especially if your skin is more tan. It's a good look with the summer clothing and also with the season.

Hair gets damaged from the sun in the summertime, so we suggest infusing shine/conditioning gloss on the color so that hair will be nice and fresh. When



Dariusz Giovannini and Sachiko met in Japan and opened their funky and fresh salon in 1997.

the winter time comes, your hair becomes very dry. So fall is the perfect time to condition your hair. We offer an "ionic conditioning treatment." It's a positive ion treatment used under the dryer to add protein to the hair.

Giovanni-Sacchi Salon has an antique store which is derived from Sachii's love for antiques. Sachii loves to collect anything from the 1930s-1960s. This salon houses authentic 1940s-style hydraulic chairs, a variety of ant-disco style mirrors, and other interesting-music-themed items. Items displayed in this salon are so unique that sometimes it is mistaken for an antique shop! Come in, relax and make yourself at home in this funky, artistic space.

GIOVANNI-SACCHI HAIR SALON

1944 Lexington Ave.	Hours: Tue-Fri: 12am-3pm
New York, NY 10016	Sat: 12am-3pm
Tel: 212 348 2337	Sun: 10am-8pm
www.giovannisacchi.com	Closed Mondays



Special for Chapatka NY readers! Get a color treatment service and receive an extra treatment for FREE!



Health Guide

Information is your friend. Contact us at 212-693-6888.
 Coupon available at www.holisticdoctors.com

SHIATSU

Support Post: **Treatment**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Expert Wellness**
 1-800-475-4750 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Onsite Health Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

ACUPUNCTURE

Uppan West **Dr. Hong**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Herbal Fertility Spas**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Edison Clinic**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Hiro Medical Group**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **NY Acupuncture & Herb**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Rizko Medical**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Reproductive Acupuncture**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **West Street Health Care**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Acupuncture Center**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Any Nature Center**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Chen Yee Li**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **David L. Zeng**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Levi & Coughlin**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Nishiki Katsunuma**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Sasha Natural Health**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Chen Wei**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **W. James Acupuncture**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

DOCTOR

Uppan West **Fay M. Shiner MD**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Uppan West **Pauline Medical Health**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Gita Pajonka DDS**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **M. Szwed MD**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Nelson Medical Group**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Faye Shirokage MD**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Henry Pajonka PhD**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Hosaka Katsunuma**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **DR. HUSKIN CENTER**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Rya Nakamura DDS**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Mitsuyo Nakamura**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Deborah Japanese Clinic**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Yasuyuki Ohtsuki**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Japanese Medical Practice**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Edgewater Family Care**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Evergreen Podiatrists**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Japanese Women's Center**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **New Jersey Clinic**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Osaka Shiro**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

Michael West **Overseas Japanese MD**
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)

SHIATSU SEITAI: SAMURAI HEALING METHOD!

VOL. 2

Amazing! My Arm Movement Came Back!

A few months ago, I noticed that my right shoulder had become very rigid and I could not move up my arm. My doctor told me that I had a frozen shoulder and there was nothing I could do except physical therapy for a year or so to recover completely. I started physical therapy but soon began experiencing some numbness and pain. This was my last resort. I went to the Dr. Shiro. Dr. Shiro's treatment was diagnosed as a dislocation of the right shoulder joint that caused my arm to become rigid. He explained that the locking technique of Shiro Shiro's treatment was based on the technique developed by Shiro Shiro to treat dislocations when surrounded. It provides a safe and low pain therapy to help dislocate rigid joints and helps restore the body's natural balance. After one session, I began moving my arm. I was able to move my right arm again. After the end of the second session, I could bring my arm over my head without any pain. This movement was a task and I did not have to wait a whole year to recover. Now I recommend Dr. Shiro to all of my friends.

— Testimony by a 100 professional paper

Doan Holistic Center Seiza Shiro

212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)
 212-693-6888 (Tel: 212-693-6888) (Tel: 212-693-6888)



Dr. Shiro Shiro



PEOPLE'S EYES FOCUS ON FASHION

HARDCOVER TOP 5 IN JAPAN (8/10-16)

Book title	Author	Publisher
1. <i>Cher 09-10 autumn/winter collection</i>	MA	Tokuyama Shoten
2. <i>Mac (p. Men) 2009 fall/winter collection</i>	MA	Tokuyama Shoten
3. <i>Nihon-jin no Shisensei Nihon-go</i>	Nidatsu Nigito Utsuo	Minden Factory
4. <i>IQ84book 1</i>	Haruki Murakami	Shinchosha
5. <i>IQ84book 2</i>	Haruki Murakami	Shinchosha

THE MONTHLY PICK



CHER 09-10 AUTUMN/WINTER COLLECTION

The month features the autumn/winter collection from the popular select shop for women's casual fashions, Cher. This time, 9 photographers and 9 models work an introducing featured brands such as FRUIT CAKE, i Fenty Tote, Rose Garden, LONDON DPM, etc. The book comes with two Cher original notebooks. (Rank #1)

PAPERBACK TOP 5 IN JAPAN (8/10-16)

Book title	Author	Publisher
1. <i>Aika Yubi</i>	Kengo Higashino	Kodansha
2. <i>Shikou no Senjigaku</i>	Shogakukan Toyama	Chikuma Shobo
3. <i>Shumatsu no Fudo</i>	Kotaro Isaka	Shueisha
4. <i>Kakushibutsu Aderusugata</i>	Nishide Saeji	Gendai-sha
5. <i>Nazo no Saito</i>	Kazuo Kamakura	Mayakawa Shobo

THE MONTHLY PICK



KAKUSHIBUTSU ADERUSUGATA

It is the 12th episode of a popular jishi shusetsu (serial plot) series dealing with mysteries in the Edo period. In the city of Edo, the serial kidnapping case targeting daughters of wealthy firms summons people. An industrial town, Katsuj, happens to find the suspects' hideout serially way back from watching Kabuki and finds himself gradually dragged into the complicated kidnapping cases. (Rank #4)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)



JAPANESE IN MANGALAND BY MARIO BERNABE
September is a good time to brush up on stuff learning Japanese. One popular title is "Japanese in Mangaland". A lot of manga readers want to learn Japanese so they can read their favorite comics in the original Japanese. And why not learn it using manga to begin with? "Japanese in Mangaland" by Mario Bernabe is a good way to pick up some basics. Kinokuniya has other books and aids to help you continue after that as well.



BREAKING INTO JAPANESE LITERATURE BY GILLIS MURRAY

For the more advanced student of Japanese, higher level reading can be a supreme challenge. High level reading means taking up or having to remember of those long characters you've forgotten from your years of study. This book makes it easy to breeze through the readings while the kanji are reinforced in context and come back to you less painfully than by keeping your vocabulary open.

ANIME/MANGA FAIR & EVENTS CONTINUE IN SEPTEMBER!

BOOKS ■ Kinokuniya

1001 Ave of the Americas,
Just 4th & 42nd St. Across from Bryant Park
New York, NY 10018
P: 212.693.1170
ny@kinokuniya.com
www.kinokuniya.com



Viz Media/Kinokuniya
Special collectible

buy any Studio Ghibli
book title and receive a
Ponyo Bookmark (1)
(while supplies last)



Bondol-Eureka
Day 9/21!!!

Countdown to
the New York
Anime Festival!!!
9/25-9/27
Get tickets here and
come on in there!!

EMBRACING CULTURAL DIVERSITY

Keio Academy of New York

Kiva Academy of New York was honored as an elite high school for the entire Kiva education system in 1990. Since then, its established bilingual and bicultural education has brought up talented individuals who contribute on an international scale. Last year, it introduced the Aratani Foundation Nikken Scholarship for Japanese American students. They are accepting applications for the scholarship for the academic year starting in September 2010. Here the headmaster of Kiva Academy shares with us the highlights of the school as well as their philosophy.

What is the philosophy and approach of Kelo Academy of New York?

It is to nurture individuals who will be capable of participating in a global society. That, and we would like to cultivate numerous needs to exemplify the ethos of moral independence and self-esteem advocated by that of King Gakuin founder Yukio Fukazawa.

How do you manage to reflect the idea in the curriculum?

While all the students here are Japanese, 70 percent of our teachers are American – that, 70 percent of our classes are in English with the remaining 30 percent of classes taught in Japanese by Japanese teachers. At the very least, this demonstrates the importance of listening to English. We require a lot of stu-

sentations in class, so we are confident about every student's ability to speak in a group. The Western concept of discussion, with the use of dialectical logic, is also used a lot during schooling – in other words, following the English saying known as 'playing the Devil's Advocate'. You are contrarily presented an argument from teachers, and as you answer, the method of discussion becomes a sort of a you

The other point is that this is a boarding school, so as the days the lifestyle is very independent, and perhaps the basis for learning how to live independently in the future.

Does that mean in comparison to high school students preparing for entrance exams in Japan, the curriculum and lifestyle is a little more relaxed?

You don't have to think at all about peripartory students. You can improve all the things you like, and co-own many various interests. Also, doing life forces very close relationships and everyone gets loved up about sports here. We are very strong at sports, like soccer and baseball – we were baseball state champions last year, and also the state tennis champion. Everyone truly enjoys these activities and events which include parties and rock concerts. So from an administrative point of view you also get excited about cleaning these activities.

Wie viel von euch hat euch über die Solidarität erzählt?

in consideration for the diversity of our students, we began to accept students who don't speak Japanese around two-three years ago. Previously we were concerned that if they could not speak Japanese that they wouldn't be able to go to a Japanese college, but now we take an active approach to accept English

speakers. There has been an increase in English dominant students and we have started to offer the Japanese scholarship to all the students.

Scholarship founder George Asatani is a second-generation Japanese American. But in this country we are now at the fourth or fifth, even sixth generation, and we want to open the door to people like that. We want to pull in people who have a soft interest in Japan. For people like that, this can be an incredibly awesome school environment.

The Bilingual Summer Program you began last year – is it a part of the bilingual curriculum?

It is more of an outreach program than a part of the bilingual curriculum, as well as a way to strengthen our school and raise awareness about us. At the same time, our school has been doing bilingual and bicultural classes, as there is definitely a desire to integrate that into society. Aiko Kato has a strong digital media program, and as American children today are very interested in animation and Japanese pop culture, we believe it is an effective way to make an impact on them.

ARATANI FOUNDATION
NICKEL-III SCHOLARSHIP

The scholarship was made possible through the generous contributions of 14 Chicago Academics, Japanese-American businessmen and philanthropists, through the Asakura Foundation, with a view to encourage students to expand their opportunities in study at Kuno Academy of New York. Students' applications will be submitted to Kuno Academy of New York on 8th or 10th graders with the following conditions:

- ④ The first year entrance examination fee, admission fee and tuition will be waived.
⑤ If a student's grades and behavior remain satisfactory, tuition may apply for a half tuition waiver for the second year.
⑥ After the second year, the student may apply to our notable webinars criticism.

Applications will be accepted starting September 1 and must be received by September 30.

E-mail: barry@isis.mcgill.ca
 FAX: 514-398-4830 (ext. 38) Mr. Michael A. Adams
 (514) 398-4830



ENGLISH JAPANESE BILINGUAL SUMMER PROGRAM

In this 2-month intensive online production workshop for junior high school students from Japan and the United States, participants learn how to create a video project as a method of self-expression. They will learn the techniques of digital media production through hands-on experience and develop communication skills by working with other participants from different cultural backgrounds.

Other program highlights include a Lecture Series (on-line professionals and TV conferences via a high speed network). The Digital Media Contents Department at King University supports the equipment for this international, live interactive conference. This year, they even screened live 3D movies from Japan.



Kale Academy of New York
3 College Rd., Purchase, NY 10577
www.kale.edu

FOCUS • CULTURE / SCHOOL

STEPPING UP TO AIKIDO—A MARTIAL ART WITHOUT THE FIGHT

Americans have been into Martial Arts since the early 30s. From Bruce Lee to Kung Fu movies to the Wu Tang Clan, westerners have embraced the idea of one person using no real force to not only subdue one opponent, but rather an army of them. But, when faced with an assailant in real life most of the fantasy goes out the window, and all you're left with is instinct. The normal reaction is to run in the opposite direction, that way you escape and no harm is done to either side; a law embedded throughout Aikido's ideology. While running from an opponent or opponents is not part of Aikido, protecting the attacker from injury is.

Aikido literally means "the Way of unifying (with) life energy." A derivative of Daito-ryu Aiki jujutsu, Aikido is performed by blending with the motion of the attacker and redirecting the force of the attack rather than opposing it head-on. Labeled as a grappling art, an Aikido master will often lead the attacker's momentum through a series of entering and turning movements that land his or her opponent in a controlled joint lock, thus, diffusing the situation with no harm to anyone involved. "As a nine-dan (10th degree) black belt, my goal at the end of the day was to hurt my opponent, but with Aikido, it's not as much about hurting as it is about helping," *Shin-Budo Kai Aikido* president Mike Pascoe explains. "When I began training with Issamu Sensei I had to leave behind what I had learned and start with a clean slate."

Sensei (master/teacher) of Shin-Budo Kai Aikido, Shozo Issamu began studying Aikido as a student at Tokyo's Waseda University in April of 1959. By 1965, with the rank of sandan (3rd degree), Issamu Sensei began his career as a professional Aikido instructor while simultaneously training under O-Sensei Ueshiba (Aikido's noted as the founder of Aikido). Issamu Sensei came to New York in July of 1970, and founded the New York Ki Society. In September of 1982 he stepped down from the Ki Society, and within a year opened the Shin-Budo

Kai dojo.

"On average, students who come to Shin-Budo Kai begin understanding Aikido fundamentals after two or three lessons," Issamu Sensei admits. What he means by "understanding Aikido fundamentals" is basically how to control the balance of energy (aiki) between you and your adversary. Issamu Sensei demonstrated the effectiveness of energy balance when he asked me to sit on my knees (soto-style) opposite him. With both of us sitting face-to-face on our knees Sensei put his arms out and asked me to push him back with everything I've got. By his appearance one could easily be fooled into thinking this old man is a "pushover," but he remained undisturbed as I leaned into him with all my might. Then, in a instant, Sensei shifted his body slightly and I fell on my side faster than an empty coke bottle in the wind.

I learned that Aikido is a powerful Martial Art, and when used properly can transcend age. It may not be the Jackie Chan scene from 1995's *Tomorrow Never Dies* where he kicks the crap out of every body, but a well trained Aikido student will have the ability to walk into a situation where he or she is outnumbered, diffuse it, and walk away without hurting or being hurt by anyone involved. That is the Way of Aikido.

—Reported by Sam Foster

Shin Budo Kai Aikido

Class schedule:
Mon-Fri 6pm-8:30pm
Fri 8pm-10:30pm
Sat 10:30am-12:30pm
Sun 10:30am-12pm

"Offer daily discounted monthly class fee for new students for \$100 (reg. \$140).

2785 Ave. J, Lower Level (at 14th St.) New York, NY 10014
TEL: 212-431-1334
www.shinbudoaikido.org
info@shinbudoaikido.org



1. Issamu Sensei teaches through demonstrations on a flexible mat which helps you understand each movement. 2. Students often sit on their knees (soto) when learning Aikido. 3. Technique is very important in Aikido, and western students are more than willing to help. 4. Aikido may look intimidating, but after a few attempts you'll get the hang of it.

event
entertainment
leisure

ENTERTAINMENT

FILM: PONYO

WHAT ON EARTH?

KEIROU NO HI

CALENDAR

EXHIBITION

PERFORMANCE

LECTURE / FORUM / FILM

EVENTS

HAPPENINGS





Exhibition

August 25 – September 15 FREE

Grand Opening Exhibition

NYC Coe Gallery

NYC Coe Gallery is throwing a grand opening exhibition at their new location. 15 renowned artists including Hiroshi Nishitani, Sano Issuo, and Asano Hiroshi, have all exhibited before at NYC Coe Gallery in the past few years, and are now returning with their magnificent artworks in this event. A grand opening reception will also be held on Sept. 8, starting at 5pm, so come join the celebration as they welcome the 2009 art season in their new home.

Location: NYC Coe Gallery Suite 225 (at 2nd St.)

New York, NY 10010

tel: 212 380 1749 / www.nycgae.com

August 29-September 11 FREE

"Korogase" Tokyo Exhibition by Kuga Yumiko

Modern Japanese Antiques

Japanese ceramic and antique stone (tama), will hold a solo exhibition of Japanese potters, Yumiko Kuga. New York City-based Kuga has unique sensibility that is defined as elegant, warm, and graceful. The theme of this exhibition "Korogase"—the noun form of "to roll" in Japanese—represents the fact that things become round as they roll. With organic shapes and subtly textured, random tones, her ceramics make the object and but serene beauty of nature. Reception will be held on August 28 from 6pm to 8pm.

Location: 57 2nd Ave. (bet. 19th & 20th St.)

New York, NY 10003

tel: 212 955-0885

www.kugayumiko.com

September 14-15 FREE

1000th Japanese Calligraphy Exhibition by Toshi Kobayashi

The Nippon Gallery

Growing up in a very religious family, surrounded by Buddhist literature, Kobayashi became fascinated by written characters. As a very young child, she took up the study of calligraphy studying the book calligraphy text called *Senjimon*, (One Thousand Characters). After winning one of the top three places out of 100,000 participants in a major national calligraphy competition, the artist founded the group called *Fushikae* in Kyoto. "Calligraphy is not about vying for superiority with one's works. The principle meaning of calligraphy is the development of one's personal style and a unity of spirit", Kobayashi says. In this exhibition, 95 works, such as framed pictures, hanging scrolls and fans with her calligraphy, will be on display.

NYC W. 47th St. (bet. 6th & 7th Ave.)

New York, NY 10019

tel: 212 360 2022

www.nipponclub.org



September 15-November 26 FREE

The Twelfth Annual International Jarfed Exhibition on The Horticultural Society of New York American Society of Botanical Artists

The exhibition is the American Society of Botanical Artists largest running exhibition. Chosen from a field of 195 submissions, the forty-one artworks selected by juror Francesca Andersen, Carol E. Kemlin and Dick Rash have been created by artists from the US, Australia, Canada, and the UK. This exhibition has become the premier venue for showcasing what's happening in the field of botanical art. Thelma NY's own artist, Asuka Hiroshi, was selected as one of the artists and will display her watercolors. The opening reception will be held on

Sept. 16 from 6pm to 8pm

Location: NYC W. 47th St. 136th St. (bet. Broadway & 2nd Ave.)

New York, NY 10019

tel: 212 374 0911



© Asuka Hiroshi 2009

September 22 – 28 FREE

Annual Museum LUXE ART

Glistening Moments in Time—A Tradition of Edo Gold-Sprinkled Lacquer

The Nippon Gallery



Arizumi Mitsumasa has been working with Japanese lacquer for over forty years. In addition to being the tenth-generation head of the Arizumi style of Edo maker (Edo-style gold-sprinkled lacquer), he holds a teaching position at the Tokyo University of the Arts and continues to apply his craft in refreshing ways in new lacquer works in the modern art genre. He has brought his sharp sensitivity to bear in works presented in some of Japan's most prestigious exhibitions, including Niisan, and he has been active internationally as well. His first exhibition in New York City will center on his signature lacquer pieces, but will also include works from past life-size masterpieces like *Kakushi*

Jidoku and Takai Taira

143 W. 32nd St. (bet 4th & 5th Ave.), New York, NY 10011

311.317.5811/2332

www.topsydojap.org

September 26—October 10 FREE

Artwork Performance Art Exhibition

Midtown Japanese Antiques

Traditional Japanese antique and homewares store, Midtown is in the East Village, a presenting an antique warehouse just for the historical encyclopedia from the Midtown Period. This is a fascinating opportunity to see beautiful original artworks by late Japanese School Artists: Heide Seim (1704-1830), Kicho Seim (1704-1830), and Kimo Nakano (1704-1830). A rare occasion to see these works of art in person!

Dates: 9/26-10/10 (Sat 10-4, Sun 12-4)

New York, NY 10011

Tel: 312.711.5000 / www.thedaniel.com



Performance

August 26 & 29

Scattered Lives

Sensu Sento Soul

Sensu Sento Soul, a NY-based theater group led by Nishi Arai, specializes in life in Japanese sword play and have been performing since 2003. This summer, they are participating in the New York International Fringe Festival, with an original piece, "Scattered Lives," (Directed and choreographed by Nishi Arai). It incorporates dance and performance elements with live to convey "Scattered Lives" (Sensu Sento).

Dates: The Japanese Theater at 400 Hudson

400 Hudson St., 3rd Fl., New York, NY 10013

www.sensu-sento.org

www.sensu-sento.com

September 16-18

SHOCHIKU—Collaboration of Japan and America

Dance Performance Groups

The Japan New York Alliance

SHOCHIKU is a dance-theatrical collaboration of Japanese Little Step Factory and NY-based Vaid Dance Theater. Little Step Factory will present the U.S. premiere of "TERRACOTTA," a vibrant inspired fusion of traditional and contemporary Japanese dance, music, and Vaid Dance Theater will present "WATCH QUEEN IN PUMPS," a prebent gay subculture and the American and tragedy that evolves. As well as their original pieces, they will perform their collaborative project "9/11 UP" and "Meet me in the Ciphers." A reception will be held after the Sunday performance, where people can enjoy traditional Japanese food, drink, Japanese games, and more.

Dates: St. Marks Church in the Bowery

127 E. 9th St. (bet 2nd Ave.) New York, NY 10003

Art ticket prices: www.vaidtheater.com

Tel: 917.475.1741 (toll-free)

www.shochiku.com

Lecture/Forum/
Film/Festival

Through September 1

BAMCINEMATEX—The Films of Hirokazu Kore-eda

Brooklyn Academy of Music



The deepening screening series is a retrospective of Japanese director, Hirokazu Kore-eda, known for Nobody Knows (2002), the musical, and After Life (Hondanaka Kōki). Kore-eda has built a body of fictional work by merging the cinematic approach of his early documentaries to his narratives. Including themselves a deep humane. His films often explore the complexities of memory and loss with an observational style devoid of sentimentality. In this series Kore-eda's early work for TV will be shown, as well.

Dates: BAMCinema, Brooklyn, NY 11211

Tel: 718.623.4100

September 18

NYC Premiere of EVANGELION: I D-YOU ARE (NOT)

ALONE

Steven Aoki

EVANGELION: I D-YOU ARE (NOT) ALONE is finally com-

ing to America. The classic apocalyptic anime about a group of adolescents pilots that battle against earth-eating aliens using giant mecha called Evangelions is now being reborn as a planned. The first part is a re-imagining of the original TV series EVANGELION: I D-YOU ARE (NOT) ALONE is the first part of the film series and promises all new, high-quality animation and a unique vibrant ending, so there's plenty of new material here for fans to enjoy. EVANGELION: I D-YOU ARE (NOT) ALONE is showing for one week only at Village East Cinema starting Sept. 15. Location: 37-09 3rd Ave. (bet 3rd & 4th St.) New York, NY 10016

Tel: 212.338.4700 / www.villagecinemas.com



September 24

Lecture—Making the Everyday Exceptional/Kore-eda

Kore-eda

Japan Society



Looking for an intimate party of two is entertaining a party of twenty. Creating recipes that are elegant, yet simple and stylish requires patience and the process of trial and error. Kore-eda's Japanese domestic goddess host of television TV shows, and an author of magazines and has selling cook books, shares her passion to prepare food diversity. Japanese cuisine is sometimes considered too difficult or difficult to make, but recipes that create an easy and tasty in this program. Kore-eda shares her creative skills and passion for introducing new and tasty dishes to the American kitchen. A book signing of Kore-eda's new book, "Simple Japanese Food"

for Family & Friends, and reception will follow
Online: 202 E. 40th St. (bet. 3rd & 2nd Ave.)
New York, NY 10017
RS: 212/713 1210
www.oppenheym.org

Events

September 3
Annual Sake Tasting Event in Manhattan
JPC International Inc.
 This annual event, open to restaurants and retail operators only, will feature newly arrived wines, a sake-tasting demonstration, and a sake presentation from brewers (karakuchi) for registration, go to www.jpcainternational.com
Online: New York Ave. 4th fl. 10th Ave. (bet. 20th & 19th St.)
New York, NY 10011
www.jpcainternational.com
RS: 718-434-8925

September 6
Atsuhara style "Maid" Performance
Atsuhara Communications
 Looking for an authentic J-Pop experience without having to go to Tokyo? Japanese Pop Star, Rina, sings and dances to Anime and J-Pop songs in Atsuhara-style "Maid" Cosplay with a fun and upbeat personality. Her live performances are quickly gaining a loyal following, and as part of a monthly event, she will be performing again on Sept. 6 at Koreiko Tap Tunes starting 8pm. Cosplayers are welcome to come. Bar space is limited so be sure to arrive early. Rina will also be appearing as a special guest performer at the New York Anime Festival this year!
Online: Koreiko Tap Tunes
207 205 E. 32nd St. (bet. 3rd & 2nd Ave.)
New York, NY 10017
RS: 312/254-2819
www.koreikotap.com



September 9-12: FIVE
Sake-Tasting Week
Wister Wright Fine Wines & Spirits

Wister Wright has been in the Upper East Side neighborhood for nearly 30 years, and now they are inviting everyone to come in and try a different sake everyday during their sake-tasting week. In addition to their full line of sake, they also have a vast selection of books from Japan, sake from Japan, and sake from China. Call and ask their helpful staff for more details.
Online: 1003 3rd Ave. (bet. 49th & 50th St.)
New York, NY 10017
RS: 212/692-4369

September 17-20
Hokkaido Fair
Mitsukawa Marketplace
 The Japanese marketplace, Mitsukawa, will be holding a large-scale Hokkaido fair where products from this northern island will be presented. Among the offerings will be ramen from Dos Equis brand, Yukari Melon from Hokkaido, Curry Kani from Hokkaido, Hokkaido, and King crab sushi from Hokkaido. Cosplay from the region will be on hand to show their products. Since the product supplies are limited, it is recommended to arrive as early as possible. Use the Mitsukawa



Event Feature

September 12 1st Year Anniversary Sale for Baby & Children's Clothes

BTZ KIDS

As the summer sale is winding its power, it comes the time to prepare for spring goodbye to summer clothes and hello to fall clothes. At the same time, in this back-to-school season, people get excited thinking about new clothes. BTZ KIDS, a children's boutique in the Upper West Side, provides just the right opportunity for this period.

BTZ KIDS specializes in baby and children's clothes, shoes and accessories from Japan, and it's been one year since their initial opening in the U.S. They are now celebrating their 1st year anniversary with a big sale on Sept. 12, where selected children's summer clothes will be sold for \$1 and fall clothes for \$10.

Designed for the vibrant little wearers, the Japanese

style, which runs from Fort Authority subway to weekdays and every 30 minutes on weekends.
Online: 205 New York Ave. (bet. 20th & 19th St.)
RS: 212/713 1210
www.oppenheym.org

September 25-27
The New York Anime Festival
Road Exhibitions
 The New York Anime Festival is an annual anime convention held at the Jacob K. Javits Center in Midtown Manhattan. It features exclusive and extensive anime screenings, guests from America and Japan, manga, cosplay, video games, live-action Japanese cinema, fashion, food, and the cultural elements that give birth to Japanese pop culture. This year, they will feature Yoshiyuki Kurosaki, creator of CLAMP series, as a guest of honor. The event is sponsored by Road Exhibitions, the world's largest event organizer, which produces The New York Comic Con, BookExpo America, The London Book Fair, etc.
Online: The Jacob K. Javits Center
625 W. 20th St. (bet. 10th Ave.)
New York, NY 10011
www.nyconlinefestival.com



style clothing at BTZ KIDS featuring an elastic band waist and comfortable fabric delights not only little ones but also fashion conscious moms and dads. Offering newbies sizes through size for 7 years old children. BTZ KIDS always has a unique and playful selection of kid friendly clothing at affordable prices.

In addition, BTZ KIDS original bags will be given out to the first 200 customers with any purchase during this sale period.

Online: 130 Columbus Ave. (bet. 70th & 82nd St.)
New York, NY 10017
RS: 212/724-7615



September 25-27

A Chance to Try Tempega

Wakaia NY

Tempega is a rectangular cotton cloth, which has been used in Japan traditionally. This versatile, convenient and fun-to-use cloth will be presented at the New York Avenue Festival. You can touch, try and enjoy it at Wakaia NY's booth.

Location: Dr. Joseph E. J. Smith Center

443 W. 36th St. (at 7th Ave.), New York, NY 10018

Info: www.wakaia.com/ / TEL: 212-633-4158

September 26

"Skill: The Pursuit of Ingenuity" – Japanese Food and Restaurant Show

NY Mutual Trading

NY Mutual Trading will host the annual food & restaurant event for retailers, restaurants and food service professionals. This year, they will showcase Japanese specialty cuisines such as ramen, sake and sake and holding seminars and kitchen demonstration, where approximately 30 food vendors and 20 sake vendors will participate. NY Mutual suggests some new items as well as the Japanese Culinary Center features a variety of high-end knives, ceramic ware, and other kitchen utensils with special prices valid on the date of the show only.

Location: Metropolitan Pavilion

123 W. 48th St. (at 6th & 7th Ave.), New York, NY 10011

Info: www.nygm.com/ / TEL: 212-693-9555

Happenings

10% Discount on One Piece of Software

Nintendo

Famous for releasing such popular video game consoles as the Wii by Nintendo and Nintendo DS, Nintendo, along with Chopticks NY, is inviting everyone to the Nintendo World in Rockefeller Plaza to try the latest videogames and receive 10% off one piece of software when you bring the action game 16. Offer expires Sept. 30.

Location: 12 Rockefeller Plaza

New York, NY 10020

TEL: 415-497-0886

www.nintendo.com

5% Discount Parts on Ikegaya Textiles for Children

New York City Ikegaya de: Akaio (NYCIMA)

NYCIMA provides a cultural experience for children while learning the Japanese language and culture. In September, NYCIMA is now offering 13-week Ikegaya lessons designed for 3-5-year old children and ages 5-7 years, who already have a basic knowledge of Ikegaya. The former class, which starts on Sept. 8, is a playgroup focusing on learning Ikegaya, and an introduction to writing. The latter class, which starts on Sept. 11, will focus on perfecting writing technique, and basic reading and writing (spelling) in a fun and casual environment. Chopticks NY readers will receive a 5% discount when purchasing a 13-week pass.

Location: 215 E. 58th St. (at 3rd Ave.)
New York, NY 10002
TEL: 443-234-7026
info@nycima.com/ / www.nycima.com

Free Original Cocktail for Chopticks NY Readers

Rivera Los Mineros

French/Italian/Spanish cuisines, Japanese executive chef Joe Garza, who has a lot of experience in 17 European cuisines as well as Japanese. During September, they offer a welcome drink service for Chopticks NY readers exclusively. You can choose from 10 different kinds of Sake On (Rog. \$5-8), which are a series of their original cocktails using herbal, mineral and fruit-like flavors, creating pineapple, etc. Also, they are now serving a 3-course prix fixe menu for \$19.95 from 5-10pm.

Location: 47 W. 20th Ave., Astoria, NY 10007

TEL: 778-420-2225

www.littlehouse.com

Special Discount on Piano Lessons for September

Marie Piano Studio

Marie Piano Studio and Marie Studio, an professional instructor who teaches piano lessons for all ages from beginner to advanced in all different types of styles including classical, jazz, blues and rock as well as composition and theory. For the whole month of September, they are offering a free trial lesson as well as a special 10% off the first month lesson for when you apply. Conveniently located in Dimes Park, Brooklyn, an option for home instruction is also available.

Location: 1231 Broadway

New York, NY 10004

TEL: 317-623-8295

<http://www.mariepianostudio.com/forchopticksinfo.html>



52% Discount on All Spa Services

Aqua Wellness Spa

Aqua Wellness Spa in Kore Town is famous for its therapeutic spa services, which are effective for healing, relaxation, skin rejuvenation, purification, etc. For the month of September and October, they offer 52% off on all regular-priced spa services for Chopticks NY readers. The offer

is valid for one regular-priced spa service per client per day. Mention that you are a Chopticks NY reader to redeem this offer.

Location: 47 W. 20th St. (at 3rd Ave.)

New York, NY 10002

TEL: 212-443-1181 / www.aquawellness.com

Free Karate Trial Lesson

Shinjuku Judo New York Shibu Dojo

Shinjuku Judo New York Shibu Dojo, located on the Upper West Side, is the NY branch of the Shinjuku Judo School. Originally founded by Ogasu Toshimitsu, Karate in Okinawa, they teach the ancient Okinawan Martial art, Shinjuku Judo Okinawan Karate. In their private dojo, for the month of September, they are offering a free trial lesson for students of all ages.

Location: 230 W. 17th St. (at 7th Ave.)

New York, NY 10011

TEL: 917-400-1182 / www.shinjujudo.com

Gift With Purchase of Perfect Ageless

Dr. C. L. Laker

It's time to take care of your damaged skin from the strong summer sun and prepare for the upcoming drive season. Dr. C. L. Laker's Perfect Ageless is a high performance, medical cosmetic which focuses on anti-aging and skin rejuvenation and it's right for this season. Starting September 11, you'll receive a gift with a purchase of Perfect Ageless. The gift package includes Aqua-Collagen-Gel Super Moisture Mini (3.5oz), Super Washing Foam Ex Mini (3.5oz), Aqua-It-Be-Gel-Essence Mini (3.5oz), Aqua-Collagen-Gel Deep Moisture Mask (1pc) and Original color bag. The campaign continues while supplies last.

Location: 1231 Broadway

New York, NY 10004

Info: www.clinicalskincare.com/

TEL: 212-944-1181

Strengthening Serum for Half Price

Tomoko Shima Hair Salon

Japanese beauty salon on the Upper East Side, Tomoko Shima Salon, is now offering Strengthening Serum at 50% off, which regularly costs approximately \$480. This surprising price is possible because it's for the first preparation of salon's head treatment, Grace, who already has 5 years of experience. The salon owner, Tomoko Shima, will supervise Grace while she is working on her strengthening service. You can arrange a session on Sundays and consultation must be made before Sep. 30. For dental information, call or email the salon.

TEL: 646-336-1212 (at 2nd Ave.)

New York, NY 10017

Info: tomokoshima.com/ / www.tomokoshima.com

Little White Room) at Free Trial! Casual! (Chopsticks NY Readers
WIKIOWASOUSA



Laying clothes and tying manythings, it might look complicated to wear a kimono. This book, offered by WIKIOWASOUSA, is a good introduction for those who want to wear a kimono at home, and it's free for Chopsticks NY readers exclusively. It's a one-person, one-hour lesson, with a maximum class size of three people; the lessons will be conducted in Japanese with an English translator. If you don't own a kimono for the lesson, ask them to advance to lend materials. Choose an occasion from the following openings: Sep. 10, 13, and 24 from 10am-11am, Sep. 8, 15, 22, 29, and 30 from 1-2pm and 3-4pm, and Sep. 24 from 10-11am. To apply, send name, phone number and preferred time and date by email to info@wikiowasou.net. If you prefer an evening session, contact them for a special arrangement.

1415 Broadway (S&W) (Sat. 20th & 26th St.)
 New York, NY 10019
 TEL: 212-647-6302

Grand Opening Campaign: Free Starter Dish during September
Mitsuya-Baran & Robata-yaki



This newly opened *baran* & *robata-yaki* house features various types of *baran* and *sukiyaki* style dishes at affordable prices. Celebrating their grand opening, they are offering a free starter dish, Spicy Chicken and Bacon Salad, for all customers during September. Since their *igay* license is

on its way, call for updated information.
 NY 2nd Ave. (at 7th St.) New York, NY 10002
 TEL: 212-677-4262

15th Off Straightening Perm for Chopsticks NY Readers

Huako Salon Chien

Huako Salon Chien provides Japanese Straightening service using Japanese hair products, which gives a great effect in a short amount of time. In the month of September, Huako Salon Chien will offer a \$50 discount for Chopsticks NY readers who try Japanese Straightening (Reg. \$450) as well as Russian Straightening (Reg. \$100). To receive this offer, mention Chopsticks NY upon making a reservation.

Center: 107-08 Ave. (bet 20th & 21st St.)
 New York, NY 10001
 TEL: 212-477-2202

Introducing Asian Delicacy: Sapporo-style (Grouping)
 Tsurie Hot Pot

Sabai

The restaurant serving Waku Chiku Japanese Style Diner Chiku Sabai, is now introducing the Asian delicacy, Sapporo Hot Pot. Sapporo (soft shell turtle) is rich in collagen, protein, vitamin B1 & B2 while low in calories. Using this extremely nutritious ingredient as well as abundant vegetables, the owner chef, Jun Cui, creates a healthful hot pot. It is the perfect dish to help you recover from summer fatigue and get ready for Fall.

161 Lexington Ave. (bet 30th & 31st St.)
 New York, NY 10003
 TEL: 212-461-2344



Scholarship for High School Students

Kono Academy of New York

With 18 years of experience in bilingual and bilingual education, Kono Academy of New York is offering the Asian Education: Nihon-Go Scholarship for September 2010. Students, which includes the first year entrance examination fee, admission fee, and full tuition completely waived. High school student applicants will be accepted starting Sept. 1 and must be received by Sept. 30. Successful applicants will be admitted to Kono Academy of New York in

9th or 10th graders. For further details and information regarding qualifications please visit their website, or contact by e-mail.

Location: 7 College Road, Astoria, NY 10557
 TEL: 914-416-4825
www.kono.edu/
kono@kono.edu

Late Summer Beauty Promotions
 Moonflower Spa



In the time of the season, Moonflower Spa creates original spa menus for multiple goals. Poreless Complexion Facial (\$75 (60 min)) is effective for skin whitening. Extruded Facial Facial (\$70 (60 min)) is good for anti-aging. Green Tea Facial, the moonflower signature facial with green tea mask (\$55 (60 min)) is also recommended for those who want to relax and desire a whitening effect. You can combine extraction with these services for an extra \$20 and up. In addition, you can enjoy deep pore cleansing facial with Microdermabrasion for \$150 (90 min.) and Aroma massage for \$70 (60 min.). The promotion ends on September 30.

Location: 9-11 Ave. 2nd Fl. (bet Madison & 3rd Ave.)
 New York, NY 10003
 TEL: 212-467-6277
www.moonflowerspa.com

Introducing Extensive Teppan-yaki Menu

Takemiku Ichiyaya Eiko

Takemiku Ichiyaya R&B serves Japanese style barbecue and *ichiyaya* dishes. In addition to their popular barbecue, *sukiyaki*, and *shabu shabu*, they will introduce an extensive teppan-yaki menu in September. The new lineup includes various styles of *shimazakana* (small plates) such as Hiroshima-style *hiyoko yaki*, *hiyogayaki*, as well as *misaki yaki*, and *Sauzon-Yakimono*. These Japanese home foods, which are rarely offered in New York, will delight your taste buds. Open at 4 p.m. on the evening from Monday to Saturday. They recently started opening on Sundays as well.

Location: 2301 2nd St.
 (bet 3rd & 3rd Ave.)
 New York, NY 10003
 TEL: 212-416-4022

Back-to-School Campaign for Music Lovers

Absolute Piano

Piano sales and rental store Absolute Piano, is currently offering "Back to School Campaign" until the end of September. Upright piano is sold at \$100 off and grand piano is \$500 off, for example. Also, those who contract long-term piano rental during September will receive three private piano lessons for free.

14th Flr. 4th Ave. (bet 13th & 15th St.)

New York, NY 10003

TEL: 212 697 4703 / www.absolutepiano.com

Special Package Deal for Fashion Event in Tokyo

JALPAKITE Global Travel Inc.

The "TOKYO GIRLS COLLECTION" is an exciting and big event in Tokyo that celebrates all the latest fashions and latest trends with Japan's most popular models. JALPAKITE travel agency is offering a special package deal to the event that includes 5 days/4 nights starting at \$302 that combines hotel-to-get-included seat tickets along with accommodations at the elite Hotel Vintage Marjaki. If you're fashion-crazy, don't miss this great opportunity to be a part of one of Japan's most popular fashion events.

1217 Avenue of the Americas, 10th Fl.

New York, NY 10020

TEL: 1 800 252 5225 / www.jpj.net

MrRoberts "American English with Jimmy T"

Is Now Available

"American English with Jimmy T" an internet TV show starring MrRoberts Stand-Up Comedian Rik Rikla, has just been released on Comedy Central home page. The show provides a rare opportunity for non-native English speakers to get familiarized with "real" (not too real) included in "outbacks" phrases.

Info: www.comedycentral.com

www.cbs.com

Kinkajiro Event Highlights in September

Kinkajiro Bookstore

On Sept. 4, Kinkajiro Bookstore at Bryant Park is having a grand opening for MIT Datsun. Have fun playing word search games with special prizes and see the new Datsun beach in the store. Also, from Japan's traditional open street, "Anything" under the sky, Kinkajiro Bookstore will make a custom Japanese work apron or t-shirt for you as a very special gift on Sept. 5 and 6. The "Anything" apron display will run until Sept. 30. Just in time for its release in theaters on Sept. 24, Kinkajiro is having a Tanka T movie release event, celebrating this popular media series on Sept. 26, as well as after last film-

ing films including Lucky Star and Haruki Suenaga. A few lucky attendees could win tickets to the New York Anime Festival on Sept. 25-27.

Location: 1023 Avenue of the Americas (bet 40th & 41st St.)

New York, NY 10019

TEL: 212 697 4703 / www.kinkajiro.com

Get a color treatment service and receive an iconic treatment for free.

Giovanni & Sacchi Hair Salon



The neighborhood has taken on the Upper East Side, Giovanni & Sacchi, located on page 46, after compliments from their investment for Chopsticks NY readers who try this hair color service. The salon's style, Giovanni, will suggest a perfect style and color for you for the new season. Don't forget to measure you read Chopsticks hit location: 1341 Lexington Ave.

New York, NY 10017

TEL: 212 697 4703 / www.giovannisacchi.com

September Special Noodle: Perfect Transition from Summer to Fall

Noodle Kitchen



When summer is ending, people really start for something refreshing and hearty. To meet this demand, Noodle Kitchen on the Upper East Side introduces Hydrate Mix as the focus of the month of September. They give a twist to Hydrate Mix (cold noodle) and add more refreshing flavor while keeping the dish's freshness. The rice-floated mixed pork topping has a touch of sweetness and it creates a nice combination with other standard toppings like cucumber, bean, bamboo shoot, tomato, etc. The natural presentation is especially appealing.

Location: 1336 3rd Ave. (bet 89th & 90th St.)

New York, NY 10017

Dr. Tiz DPH 4302

An Eastern Medicine Check-Up for Your Body

Dr. Huihui Chen

Analyzing health conditions from the Eastern medicinal point of view, opens a whole new horizon to approaching your own body. Dr. Huihui Chen provides a check-up and consultation service from the Eastern herbal medicine viewpoint. Also called "Jiungu", Eastern herbal medicine is effective for physical and mental problems unique to females such as PMS, menopause, fibroids, infertility and is helpful for migraines, allergy and constipation as well. Until the end of September, they are offering a 30-minute check-up and consultation service for \$20 (reg. \$80). Along with the check-up, they will refer you to your diet plan and make suggestions for lifestyle improvements. You may purchase the herbal medicine they suggest on-site.

Ft. 45th St. 4th Fl. (bet 28th & 29th St.)

New York, NY 10017

TEL: 212 289 4302 / www.huihui.com



Special Discount on Vegetables, Collagen-Based Muscles Product Set

Junkies Inc.

It is known that vegetable collagen penetrates into human dermis more easily and safely, compared to animal-based collagen. Junkies Inc. Collagen & Soap Set, is the powerhouse which minimizes the effect of vegetable collagen and penetrates polyphenol. The set is now available from Junkies Inc. for \$270 (reg. \$300). Until October 15, they offer an extra discount for Chopsticks hit readers only, taking 15% off the already reduced price, and free shipping for US domestic only. Show or mention coupon code "CHOPSTICKS" when you place an order through the website or phone.

Location: 1336 3rd Ave. 4th Fl., New York, NY 10017

TEL: 1 800 798 7988 / www.junkies.com



ENTERTAINMENT • FILM

WHAT YOU SEE IS WHAT YOU GET

By Nobu Mahanishi

Hayao Miyazaki is one of the most celebrated and fascinating filmmakers of our time. With his newest film, *Ponyo*, he returns to a purity and simplicity that is reminiscent of earlier films like *Totani* and eschews a standard narrative structure and exposition for something more abstract and ultimately more expressive. While *Ponyo* is described as his version of *The Little Mermaid*, I would venture to say this is the least 'western' of his films in terms of how the story unfolds.

But that to me is what makes *Ponyo* so wonderful. This film is not the kind of passive, by the numbers entertainment we're used to. Today's audience expects the conflict and odds to be resolved in the first few minutes, and then watch the narrative build until

a resolution is found. But this film is not like that at all — not everything is made clear in the beginning, nor does the end neatly tie up all the loose ends. The film challenges you to fill in the gaps with your own imagination and reasoning, and allows you to reflect long after the film is over.

The film is quintessential Miyazaki in many other respects. It's inquisitive, forceful, and visually breathtaking. The hand-drawn animation is moreible, and what I notice is how much more impressionistic this kind of animation style is, especially compared to the hyper-realism of computer graphics. This will indeed be a feast for the eyes, a testament of the magic that arises with pencils and paints can still create when provided the chance.

**Ponyo**

Director: Hayao Miyazaki
Main cast (English version): Mackenzie Mauzy, Tara Fyfe, Matt Damon, Cole Scafreni, Liam Neeson, Lily Tomlin, Betty White

Now for the real question on your mind — is it good for my kids and will I like it? Yes — your kids will love it. Yes — you SHOULD like it, and should try to engage yourself in it. After watching this after five of mind-numbing CGI action this summer, this is like introducing your kids to a meal that is better, more complex, and ultimately satisfying for everyone.

Nobu Mahanishi is an award-winning screenwriter and playwright based in New York City, and Creative Director of Kappa Art Media.

Starts Friday, September 18th

EVANGELION: 1.0

YOU ARE (NOT) ALONE.

Village East Cinema

181 - 189 2nd Ave New York, NY 10003
Tel: 212-529-6799 www.villageeastcinema.com

Coming up in **CHOPSTICKS NY**

October (9/25)	Japanese Beverage
November (10/23)	Japanese Gift
December (11/30)	Gourmet & Restaurant
January (12/28)	Home Cooking & Coupon

circulation 50,000
distributed at over 130 locations

To advertise, contact us at 212-431-9970 ext.102
or E-mail: omori@trendspot.com

What on Earth? 敬老の日

KEIROU NO HI



In Japan, the third Monday of September is a national holiday called **Keirou no Hi**. It is a day of respect for elderly people who have contributed to society during their lifetime, and it celebrates their longevity. People show their appreciation by holding events, enjoying special dinners with elderly family members and giving presents.

Originally the custom started in a small village in Hyogo Prefecture about 60 years ago. The village leaders suggested holding a banquet for elderly residents for the purpose of supporting them and building a community together. For the event, they chose a day during the farmers' off-season when the weather would be mild, which was September 15th. This gradually spread nationwide, and Japan finally established the day as Keirou no Hi in 1966. Keirou no Hi had been observed on September 15th until 2002, at which point Japan amended the National Holiday Law to always place it on the closest Monday to create a three-

day weekend.

Now Japan is becoming a super-elderly society, whose aging rate (the percentage of people over 65 years old in the total population) exceeds 27%. So management of caring for them is a critical issue, especially because Japan's birth rate is declining at the same time. The current rate of elderly to the total population is 1 to 5, but in the year 2025 it is estimated to become 1 to 2.5. This means there will be fewer people to both financially and physically support elderly lives. In order to reduce this risk and create a better foundation for the future aging society, the Japanese government is now trying to reorganize the pension plan, establish solid welfare and medical support systems, and consider various strategies to maintain or increase the current birth rate.

It is important to preserve the demographical balance, but there is another way to look at the situation: maximizing the elderly as a work force. Though the current retirement age in Japanese companies and offices varies from 60 to 65 years old, there are many healthy elders who are willing to work. According to a governmental report on aging society in 2008, 50% of men and 30% of women in their late 60s are still working not just to earn a living but also to keep their physical and mental health. Maximizing such motivated elders for the work force might encourage their independence, and ultimately the balance between people who are financially dependent and ones who support the dependents would become more even. While elders become weak physically as they age, it is true that they have more experience and knowledge that can be used in practical situations. Building a society to appreciate elders should be seriously considered. This is exactly what the village leaders in Hyogo envisioned 60 years ago.



Kikkoman Tikka Masala Curry Sauce

Easy, Versatile, and Tasty

Today, we are in a fast-paced, global society where we enjoy international flavors. Kikkoman U.S.A. now brings a series of ready-to-use curry sauces with three flavors: Tikka Masala Curry Sauce, Thai Red Curry Sauce and Thai Yellow Curry Sauce. This month we feature Tikka Masala Curry Sauce and introduce a recipe with simple preparation steps. From using it as a main ingredient to spicing up dishes, just one bottle will widen your cooking repertoire.



CHICKEN TIKKA MASALA

(INGREDIENTS serves 2 people)

- 1/2 lb chicken breast • 1 tablespoon canola oil
- 1 tablespoon butter • 1 cup sliced onion
- 1 clove garlic • 1/2 teaspoon minced ginger
- 1 bottle Kikkoman Tikka Masala Curry Sauce
- Steamed rice to serve • Cilantro to garnish

[STEP]

- ① Slice chicken breast
- ② Prepare vegetable. Slice onion and minced garlic and ginger

- ③ Heat canola oil and add butter to the pan. Once butter melts, add onion, garlic, ginger and meat
- ④ Add Kikkoman Tikka Masala Curry Sauce and bring it to boil
- ⑤ Add chicken and simmer for about 5 minutes. If you want to make it milder, add 1/4 cup heavy cream when chicken is cooked and bring it back to boil
- ⑥ Serve with rice and sprinkle with chopped cilantro to garnish



AVOCADO SHRIMP CURRY

(INGREDIENTS serves 2 people)

- 1 lb shrimp (large, shell-off)
- 2 small potato for 1 large potato (avocado)
- 1/4 cup chopped onion
- 1 clove garlic • 1/2 tablespoon canola oil
- 1/2 bottle Kikkoman Tikka Masala Curry Sauce
- Steamed rice or tortilla chips to serve

[STEP]

- ① Cut shrimp to bite size

- ② Prepare vegetable. Chop onion and garlic. Cut avocado into 1/2 with cubes
- ③ Heat canola oil in the pan and saute onion and garlic
- ④ Add shrimp and wait until they turn pink
- ⑤ Add Kikkoman Tikka Masala Sauce and bring it to boil
- ⑥ Add avocado. Mash avocado while mixing with other ingredients
- ⑦ Serve with rice or hot or with tortilla chips or chilled

*If you like a chunky texture, use it as is. If you prefer a smooth texture, put the sauce into the food processor



TIKKA MASALA NACHOS

- ① Spread tortilla chips on a baking dish
- ② Drizzle Kikkoman Tikka Masala Curry Sauce on top
- ③ Sprinkle minced jalapeno pepper and ground Monterey Jack cheese
- ④ Bake it at 350 degrees F for about 5 minutes



SHRIMP COCKTAIL

- ① Arrange some large shrimp (shell-off), vegetable sticks and tortilla chips on a large plate
- ② Place Kikkoman Tikka Masala Curry Sauce on the side. Squeeze lemon or lime if you like

* All recipes courtesy of Toppies Ramda Sharma

Toppies Ramda Sharma is a chef & the chairperson of SOCooking (www.socooking.com) where she teaches cooking by using New York local ingredients



Thai Red Curry Sauce

This fiery sauce has sweet, sour and spicy flavors. Ingredients like leeks, lime leaves, chili, and lemongrass are combined with Thai red chile and coconut milk.



Thai Yellow Curry Sauce

This has the overwhelming flavor of garlic, lemongrass, turmeric and cilantro along with Thai food characteristic the right level of spicy heat.



Tikka Masala Curry Sauce

A mild yet flavorful blend of spices and authentic Asian herbs, this sauce goes chicken, fish, vegetables, meat or tofu and is a versatile quality meal.

kikkoman
seasoning your life

For ordering and more recipe ideas, visit us at www.kikkomanusa.com
Or visit your local grocery stores for purchase

GUEST OF HONOR YOSHIYUKI TOMINO

THE DIRECTOR OF GUNDAM



NEW YORK
ANIME
FESTIVAL

CELEBRATE GUNDAM'S 30TH
ANNIVERSARY AT NYAF

© 2009 SUNRISE

September 25-27, 2009 + Jacob Javits Center
Tickets on sale at www.nyanimfestival.com

GUNDAM
30TH ANNIVERSARY

BANDAI
entertainment

SUNRISE